

HPIO Employee Spotlight



Nick Wiselogel

Vice President of Strategic Communications

Nick has been with HPIO for 13 years. He oversees all HPIO communications efforts, including media relations, layout and design, social media and website management.

As the longest tenured employee at HPIO, how has the organization changed since you started?

A lot has changed, but a lot has actually stayed the same. We are still very much focused on using data and evidence to inform state health policy, and we have maintained our independence and nonpartisanship. We have all of the same core values that were established by our founders almost 20 years ago. What has changed is the breadth of topics we address. We have moved further upstream to look at the root causes and drivers of poor health and have put much more energy into addressing inequity in our state.

What is one thing you want people to know about HPIO?

Our staff is extremely dedicated to our mission and producing high-quality work. We really hold ourselves to a very high standard and put a lot of time and effort into making sure we meet that standard. It is really nice working with a group of people that are so devoted to making sure our organization is as effective as possible.

What has been your favorite project over the years?

Probably the *Dashboard*. It is such a cornerstone project for our organization and every two years we kind of start from scratch visually, so it is a fun challenge for me to decide how we are going to present the data in a way that is clear and effective. And when we hear stories about how the *Dashboard* is being used by state leaders, it is very gratifying to know I played a part in putting it together. I also really enjoy doing Health Policy News. It is a chance to maintain a small connection to my roots in journalism. When I started in 2008, it had less than 300 subscribers. Today it has more than 4,400 subscribers, and we've selected and

summarized well over 2,000 stories in my time at HPIO. We've gotten really nice feedback from readers that they enjoy getting it every Friday and there are a lot of people at our events who know my name simply because they see it in their inbox every week, so that has been a fun project to continue working on over the years.

What is your favorite HPIO tradition?

I really enjoy our staff Thanksgiving meal, but the annual Festivus celebration is, for sure, my favorite. Being part of the small Gen X contingent at HPIO, I am a true lover of Seinfeld. I will take any chance I can get to celebrate the unique philosophical stylings of Frank Costanza.

How have you seen HPIO's work make an impact in Ohio?

As we have aged as an organization and become a more established part of the state policy landscape, I think we have seen more state leaders turn to HPIO. Both state agencies and legislators seem to have a better understanding of what we do and how we do it, and I think it has led to us being able to have a larger role in spotlighting topics that are important to improving the health of Ohioans and eliminating inequities.

What are you most proud of in our work?

I think I'm most proud of our reputation. I think people who know HPIO know that we are dedicated to doing good work. We are always challenging ourselves to do more, expand our areas of expertise and figure out ways where we can push our state to improve.

A message from our president, Amy Rohling McGee

Nick, thanks for your service to HPIO. You make complicated topics easier to understand and process. And you're the perfect embodiment of "serenity now"!