

**FOR IMMEDIATE RELEASE**

## **Tracey Van Kempen Steps into Expanded Leadership Role at Propel Health Communications**

**GLADSTONE, NJ—October 23, 2025**—Propel Health Communications (PHC), a full-service marketing agency within the Propel Health network of companies, today announced the promotion of Tracey Van Kempen, PhD to Executive Director, Medical Strategy. In this new leadership role, Van Kempen will oversee strategic development and scientific excellence across the agency’s medical communications portfolio.

A neuroanatomist by training, Van Kempen has more than a decade of experience in medical communications. Since joining PHC, she has been instrumental in shaping the agency’s medical strategy offering and elevating its reputation for thoughtful, innovative communications.

“Tracey has an exceptional ability to bridge science and strategy in meaningful ways that our team and clients value,” said Carolyn O’Neill, Managing Director of Strategy and Creative. “Her ability to translate complex clinical data into clear, impactful narratives and creative concepts is second to none.”

“I’m honored to step into this role and continue growing our medical strategy capabilities,” added Van Kempen. “Our talented team is dedicated to bringing medical insights and data to life in ways that inform treatment decisions and inspire confidence, ultimately improving outcomes for patients.”

Van Kempen earned a doctoral degree in neuroscience from the Weill Cornell Graduate School of Medical Sciences in New York, NY and a bachelor’s degree in biology from Williams College in Williamstown, MA.

### **About Propel Health Communications**

PHC is a full-service promotional and medical communications agency with capabilities that include brand building, commercial strategy, medical strategy, promotional medical education, creative, customer experience, social media, and in-house logistics. PHC builds authentic engagement strategies that propel brands—and health—forward. Learn more at

[PropelHealthForward.com](https://PropelHealthForward.com).

## PRESS RELEASE



PHC is part of the [Propel Health](#) network, which includes: [Propel Health Engagements](#), the industry-leading provider of speaker bureau solutions; [Propel Health Medical Affairs](#), a medical communications agency that brings together strategy, scientific content, and innovation to transform clinical behaviors; and [Propel Health Patient Experience](#), a trusted partner of the life sciences industry for authentic engagement with patients, caregivers, and advocacy groups to fuel brand success.

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