



## Essays

**Instructions:** Please complete your essay response in the box provided below. The admissions committee will review the content of your responses, as well as your ability to express yourself in writing.

1. Describe your interest in the field of healthcare communication and how this program aligns with your professional background and/or career goals in a healthcare related industry or organization. (500 words)



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2. This program is delivered in a blended learning format, combining limited on-campus meetings with significant online learning and engagement. Why do you feel this format will be a good fit for you? What potential challenges do you anticipate? (500 words)



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3. Provide an example of a communications initiative or project you were involved with, and your process to design and deliver the outcome. How did you measure its effectiveness or success? (500 words)