



## Take 3

# Getting to Know You With Erin Weileder

### What will be your role with the MCW Kern Institute?

My role is Senior Communications Consultant. My biggest job will be guiding how to share the Kern story with the public at large, by helping those not close to the work understand our mission. In addition to my role with the *Transformational Times*, I will help with the organization and promotion of Kern educational events. This summer I will also be helping Dr. Kalet and others in preparing reports to the Kern Family Foundation. I consider this the 'perfect fit' for me in bringing my talents in Communications to this important and inspiring work around Character and Caring in medical education.

### What skills, interests and/or experiences will guide your work here?

My journey in education is a story in and of itself, as my initial direction in college was to pursue a career in engineering. I soon discovered that this field did not incorporate my creative side and was able to pivot to a career in marketing and communications. I subsequently worked for a publisher, which brought many diverse experiences and opportunities. In my most recent work with the International Parkinson and Movement Disorder Society, I was able to build skills in brand development and foster the creation of international conferences, bringing together health care experts around a shared passion of promoting quality patient care. This work truly sparked my interest in Medicine and makes contributions to the evolving Kern Institute a natural fit.

### What do you do for fun?

We love camping! My family includes an adventurous husband, two boys (ages 11 and 15), and our crazy dog Emmet. When our boys were young, we quickly learned that tent camping was a 'no go' but taking our camper to favorite spots across Wisconsin was the ideal. In addition to trips to Fond du Lac and Baraboo this summer, we will be completing several DIY projects at home that we started during the pandemic. Nothing could be more fun than painting kitchen cabinets and remodeling a bathroom!

*Wendy Peltier, MD, is an Associate Professor of Medicine and Section Head of the Palliative Care Center in the Division of Hematology and Oncology at MCW. She is a member of the Faculty Pillar of the Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education.*

*Erin Weileder is the Senior Communications Consultant for the Kern Institute.*