



MICHELLE DRAYTON, RN, MPH
DIRECTOR FOR HOSPICE AND PALLIATIVE CARE OUTREACH & HOPE PROGRAM
THE VISITING NURSE SERVICE OF NEW YORK

Michelle Drayton has worked at the Visiting Nurse Service of New York since 2010. She is the Director for Hospice and Palliative Care Outreach. Ms. Drayton spearheaded a Hospice Outreach Patient and Provider Engagement (HOPE) program to address hospice underutilization among African-Americans and Latinos, and successfully increased admissions to hospice care for patients with advanced illness within Harlem and Bronx. She was the visionary and co-founder of Today's Child Communications, a health marketing and communications firm, and has over 25 years of healthcare administration, program development, and public policy experience.

Mrs. Drayton holds a Master's Degree in public health from Hunter College and a Bachelor's of Science in nursing. She also holds certificates in executive management and public policy from Columbia University's School of Business and the Center for Women in Government, respectively, and has studied publishing at New York University. She has been featured in numerous media outlets, including Good Day New York, Reader's Digest, Insight Magazine, Healthy Start National News, WBLS and WLIB, NY1, and the Harlem Times, and has been published in the book "Helping the Hard-Core Smoker Quit." She is regularly featured as a healthcare expert in broadcast radio, and most recently on *Here and Now*, with host Sandra Bookman.

The former founding director of Healthy Start/NYC, she spearheaded a campaign that raised over \$40 million in support of the organization's mission to reduce infant mortality. Mrs. Drayton has successfully garnered governmental and private sponsorships supporting national health conferences and public health programs. She is a national speaker on issues concerning health and wellness, disparities in health outcomes and health literacy. In 2018, she was awarded the VNSNY Liota Award for promoting cultural diversity in Nursing Practice. Currently she is the Chair of VNSNY's Community Engagement and Impact committee for the Anti-Racism Employee Advisory Group ; and lead for the contents committee for Community Collaborations at VNSNY. Ms. Drayton is also the co-chair for the Greater Harlem Chamber of Commerce Uptown Health Leader's subcommittee and is currently working on a Let's Crush Covid-19 Webinar in April. Her passion centers on health equity and reducing racial disparities in health outcomes.