



## **Kathleen Bonetti, EVP Marketing, to Retire; Mark Goethals Joins InStep Health Executive Team**

Chicago, IL March 10, 2021 – InStep Health announced today that Kathleen Bonetti, EVP of Marketing, is retiring. Mark A. Goethals, who formerly headed up marketing for patient education company CheckedUp, has joined InStep Health and will succeed her as VP of Marketing.

“I am incredibly fortunate to have worked with such talented individuals over my past 18 years and to have contributed to the growth of InStep Health. My goals through marketing were to shine a light on our company’s leadership, proven products and services, and wonderful team,” Bonetti said. “I can look back on my time here with pride and look ahead with confidence that InStep Health will continue to be a leader and innovator in the healthcare marketing sector.”

Nate Lucht, InStep Health’s president and CEO, commended Bonetti on her tenure with the company. “Kathleen leaves behind a legacy of accomplishment in our advertising, thought leadership, and sales support initiatives. She has played a significant role in our success,” Lucht stated. “We will greatly miss her and wish her all the best in her well-deserved retirement. We are excited to have Mark on board to help take InStep Health to the next level as our company continues to grow and evolve.”

A passion for health education led Goethals into the point-of-care sector at Outcome Health, where he marketed to the industry about digital POC capabilities to better educate patients and help them make the best and most informed treatment decisions with their HCPs. From there, he moved to CheckedUp to continue patient education marketing with a focus on specialty care. “I’m excited to join InStep Health, a company that I have long admired for elevating the pharmacy’s role as a media channel. With its expanded digital capabilities and HCP offerings, I’m looking forward to helping shape the InStep Health brand, culture, and vision at such a pivotal time of growth.”

Goethals will join the InStep Health Executive Committee and report to Dan Wilmer, EVP and chief product officer, whose responsibilities will broaden to include the company’s marketing function. This organizational change leverages Wilmer’s prior experience in overseeing marketing initiatives for other large-scale consumer health businesses.



## About InStep Health

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the health and wellness continuum. We offer an industry-leading, fully integrated healthcare marketing platform that combines the power of digital activation programs with a proprietary network of over 250,000 HCPs and 24,000 pharmacies. Through our partnerships throughout the healthcare marketing sector, we have created 1000+ successful campaigns for over 250 brands. In-office, in-pharmacy, and digital solutions from InStep Health provide patients and consumers with the information they need to lead healthier lives.

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