



## Jeffrey M. Herschler

Bio – Last Update: Spring 2019

**Jeffrey Herschler** is currently the President of **FHlcommunications**, a digital media and marketing consulting firm serving Florida's Health Industry. Current and past clients include **Nicklaus Children's Health System, BDO, Danna-Gracey, HeartWell, Florida International University, Accountable Care Options of Florida, OrthoNOW, Gastro Health, Nova Southeastern University, University of Miami Business School, Greenspoon Marder** and **Mag Mutual Insurance Company**.

Launched in January of 2010, **FHlcommunications** serves healthcare clients in the areas of digital branding, e-mail marketing, events and media buying. The firm publishes the digital newsletters **Week in Review, Specialty Focus, Updates in Pediatrics, FHLweekly** and **Game Changers** in addition to producing the website **FloridaHealthIndustry.com**. The company also produces the [Healthcare Roundtable](#).

Mr. Herschler graduated from the **University of Maryland** in 1986 with a **B.S. in Finance** and a **B.A. in Economics**. He is a member of the **Phi Beta Kappa** Honor Society.

He moved to Miami in 1988. There, Mr. Herschler pursued a career in hospitality management. After running the famous **Tropics** nightclub during South Beach's late 80's renaissance, Mr. Herschler joined Brad Weiser's popular Floribbean cuisine, tapas bar concept, **Cafe Tu Tu Tango**. First working in the original Coconut Grove location, he then assisted in the opening of the Atlanta and Orlando branches. Later, Mr. Herschler worked with **Dennis Max's Unique Restaurant Concepts** and managed the successful **Prezzo's** restaurants in South Florida.

In 1997, Mr. Herschler launched a new career in publishing. He "learned the ropes" in the intensely competitive alternative weekly segment with a two-year stint at **Miami New Times**. Later he joined the leading worldwide visitor guide publisher, **Guest Informant**. In 2001, Mr. Herschler went to work for **Florida Medical Business**, an award-winning healthcare business magazine read by physicians and hospital executives. There he managed such prestigious advertising accounts as **Memorial Healthcare System, University of Miami, Greenberg Traurig, Medtronic, Eli Lilly** and **Berkshire Hathaway's Medical Protective**. Mr. Herschler's media experience also includes a two year stretch at the **Daily Business Review**.

Mr. Herschler is a current sponsor and former board member of the **South Florida Healthcare Executive Forum** and a current board member of the **South Florida Medical Group Management Association**. He has actively served as a member the **American College of Healthcare Executives** for almost twenty years. An avid motorcycle enthusiast and amateur chef, Mr. Herschler resides in Coral Gables.

To learn more, please call **305.299.3937**, visit [www.FloridaHealthIndustry.com](http://www.FloridaHealthIndustry.com) or e-mail [Jherschler@FHlcommunications.com](mailto:Jherschler@FHlcommunications.com).