

Priya Bathija, Vice President - Public Relations

My name is Priya Bathija and I am running for Vice President - Public Relations. In addition to being active in SABA-DC, and now SABA-Chicago, I have been involved with SABA North America (SABA) for the past 7 years. Collectively, those experiences make me qualified for this role.

Currently, I serve as President of the SABA Foundation and have been on the board for three years. As a trustee, I lead the Foundation's efforts to rebrand and increase recognition. This included designing a new logo, developing a marketing plan for convention and ongoing giving campaigns, and creating/managing the Foundation's social media presence.

In addition, I served as a co-chair for the SABA health law section for two years. During that time, we worked to build a relationship with the American Health Lawyers Association (AHLA). AHLA featured SABA's health law section in its monthly magazine and at other key events. We also developed a database of health care attorneys around the country, held several national networking events and hosted a national webinar.

In the upcoming year, I would like to continue the work SABA has done in previous years to build/expand its social media presence and disseminate our position on key issues. I believe we can build on this work to maximize engagement with our members, SABA Chapters around the country and other audiences. This will include considering new platforms for sharing our stories (i.e. additional media engagement), improving brand recognition, and increasing engagement on social media platforms.