



SARAH COLLINS

Instructional Designer, Integrated Loyalty Systems

Sarah brings over two decades of marketing, content design, and project management experience to her role at Integrated Loyalty Systems. Having specialized in communications and content creation for most of her career, Sarah writes a variety of content for ILS, including instructional materials, white papers, case studies, and articles.

A published author with a passion for writing, Sarah began working as a freelance newspaper journalist in the early 2000's. After moving to Florida in 2003, she began working with local businesses to develop customized training programs, soon moving into instructional design full-time. With her combined background in content creation and project management, she eventually landed in the construction, engineering, and architecture industry where she oversaw the proposal process for multi-million dollar infrastructure projects.

With her passion for content management, marketing, and communications services, Sarah formed Anthology Writing & Communications in 2018. After hearing Jake Poore speak at an architecture for healthcare conference, she immediately knew she wanted to contribute to ILS' mission to elevate the human side of healthcare. Having had major surgeries and an extended stay in the ICU, Sarah has long wanted to find ways to improve the healthcare experience for both patients and care providers. Extremely excited to find out about the progress ILS was making with hospitals across the country, she began working on articles and blog content while learning more about the company.

Sarah now works with the ILS team to not only create new content, but to document the work being done at hospitals as they move through the various processes of their cultural transformations. As ILS continues to expand, her primary goals include providing content support to facilitators, developing additional content for workshop participants, and partnering with leadership to develop the framework for a comprehensive document management system.

When not working with ILS, Sarah works with clients in the technology, construction, and research and analytics industries. Her hobbies include spending time with her husband and children, reading, walking and hiking, and planning adventures with friends.

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