



## **FOR IMMEDIATE RELEASE:**

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## **Healthmark Industries Promotes Cheron Rojo to Senior Clinical Affairs Specialist**

Fraser, MI, April 25, 2023 - Healthmark Industries announced the promotion of Cheron Rojo to Senior Clinical Affairs Specialist.

“Cheron has been a key part of our success and we are excited to promote him to this important position,” says Director of Clinical Affairs, Mary Ann Drosnock. “I am honored to accept this position and together with my clinical affairs team, I look forward to continuing my passion by helping our sales team and our customers with our product solutions. Making a difference in better patient outcomes is what has always driven me,” says Cheron. “My goals will remain the same in my new role by continuing to help our Healthmark team and customers, but I will continue to expand our education even more on our YouTube channel with Tutorials that help customers have continuous education on how to use our product solutions, as well as collaborating with our amazing and experienced clinical affairs team to provide innovative education”.

Rojo joined Healthmark in 2018 as the Clinical Education Coordinator SPD. Previous to joining Healthmark, he has 30 years in the Sterile Processing arena as a Sterile Processing Technician, SPD Educator, an Instrument Coordinator, and a Surgical Technologist.

Mr. Rojo also speaks at seminars and webinars internationally for numerous organizations like; APIC, SGNA, AORN, CBSPD, and HSPA with topics relating to the Periop arena, specializing in effective communication and insulation testing practices.

Mr. Rojo is a published author in the AORN Journal and PROCESS magazine and named the 2018 “Educator of the Year” by the Golden West Central Service Chapter. He also received his (FCS) Fellowship through HSPA in October of 2021 on a study regarding the issues surrounding insulation testing. He is a great advocate for nurturing education globally and believes “Attitude is Everything!”

**About Healthmark Industries Co., Inc.**

*Since 1969,*

*Healthmark Industries Company, Inc. has developed and marketed innovative solutions to aid healthcare facilities in their delivery of surgical instruments and other lifesaving medical devices to patients. Healthmark Industries' mission is to continue to innovate, continue to support, and continue to serve the healthcare provider industry and support services that make it possible to deliver quality healthcare. Visit [www.hmark.com](http://www.hmark.com) for more information.*

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