

Brenda Radford, CPXP



Brenda is a seasoned healthcare leader with a passion and commitment to enhancing the patient experience. As Director of Member Engagement at AmeriHealth Caritas North Carolina, Brenda is responsible for community education and working to improve the experience for the AmeriHealth Caritas North Carolina members across the state.

Prior to joining AmeriHealth Caritas, Brenda spent 40 years at Duke University Hospital, the last 20 years serving as Director of Guest Services, which included Patient and Visitor Relations, International Patient Services, Concierge Services, Arts & Health, Decedent Care and Volunteer Services.

Brenda attended Methodist College and earned a Bachelor's of Hospital Administration from the University of Phoenix.

She is a member of The Beryl Institute where she serves on the Patient Advocacy Council. She has served as the Co-Chair for the Education Committee for the Patient Advocacy Community and has earned the credential of Certified Patient Experience Professional (CPXP). Prior to The Beryl Institute, Brenda was a long-time member of the Society for Healthcare Consumer Advocacy (SHCA) where she served on the Board of Directors in multiple capacities, including the 2004 SHCA President. In 2005, Brenda was awarded the Ruth Ravich Award (SHCA Founders Patient Advocacy Award). She is also a member of the Carolinas Society for Healthcare Consumer Advocacy (CSHCA) and has served as President in 2000, 2010 and 2011. She was the 2005 recipient of the Deborah D. Wood Patient Advocacy Award. She served on the U.S. Cooperative for International Patient Program (USCIPP), a membership organization of The National Center for Healthcare Leadership (NCHL) comprised of US academic medical centers, healthcare systems and hospitals that operate in the international patient care market. The mission of USCIPP is to support global access to US expertise in high-quality healthcare.

Brenda is an active member of Asbury United Methodist Church in Durham, NC where she serves in a variety of capacities, including Children's and Youth Coordinator, founded the Asbury Preschool in 1990, serves on the Preschool Board of Directors, sings in the choir and volunteers with multiple mission related activities.