



Justin Beland DIRECTOR

Justin Beland is a seasoned health policy professional who brings to HCM Strategists a wealth of experience advocating for patients and the providers who serve them. He works on HCM's health innovation team, helping clients align and execute their government relations, grassroots and social media strategies.

A native of West Brookfield, Massachusetts, Justin's educational pursuits focused on his early goal of teaching grade-level English. After his graduation from the University of Massachusetts at Amherst with a bachelor's degree in English and communications, Justin earned his master's degree in creative writing from George Mason University. Justin credits this move to the D.C. area for graduate school with helping him uncover his love for advocacy and public policy – a passion he put to work after graduation in legislative and advocacy roles at the College Board and Americans for the Arts.

The same desire to help children that initially sparked Justin's interest in education later led him to the Children's Hospital Association, where he directed the association's advocacy outreach and mobilization efforts. Justin devised and executed strategies to increase children's hospital involvement in legislative and regulatory issues, building advocacy, grassroots, grasstops and community outreach capacity to amplify the association's voice with key decision-makers. As part of that effort, Justin developed Speak Now for Kids, the association's state-of-the-art outreach tool to connect and empower children's health advocates across the country.

Justin later moved to ZERO – The End of Prostate Cancer, where he renewed his passion for policy in a role that combined advocacy with government relations. Justin served as the voice of prostate cancer patients with federal legislators and regulators, while also working with the cancer community and industry groups to find common ground and advance unified policy positions. He continued to hone his advocacy skills, building the organization's base of grassroots and grasstops advocates and volunteers.

After a stint as a policy and advocacy strategist with Social Driver, Justin joined HCM, where he flexes his policy and advocacy muscle on a number of health care campaigns. He values HCM's unique approach to promoting good policy and grassroots organization and takes tremendous pride in his affiliation with each of HCM's clients.

Justin and his wife reside in Alexandria, Virginia, where he is a doting dad to his son and two daughters. He continues to enjoy writing and also dabbles in music, playing the guitar, bass, mandolin and banjo.