

## Francie Stoner, MT (ASCP) is recognized by Continental Who's Who as a Pinnacle Professional

Written by Australian Business

---

WESTON, Mo., March 7, 2014 /PRNewswire/ -- Francie Stoner, MT (ASCP) is recognized by Continental Who's Who as a Pinnacle Professional in the field of Communications as a result of her role as CEO and Partner with DifCom Designs, a leading source for transforming business communications.

Francie retired in July of 2013 with nearly three decades of experience with the Cerner Corporation, an incredibly innovative healthcare transformation company, Francie specialized in coaching others to be great at motivating people to change. Francie's diverse healthcare background in medical technology, radiology, emergency medicine, and office practice management, as well as her exposure to IT in incredible amounts, has given her great insight into the diverse world of healthcare, IT and software computing, and the world of communication. Her focus in DifCom Designs was helping people experience new communication success, understanding how to get their messages across and motivating people to action.

Prior to establishing DifCom Designs, presenting to executives around the world was an everyday event for Francie. In 2010 alone, she delivered over 140 presentations to healthcare executives from over 300 different organizations around the world. For two decades, she had been responsible for developing and delivering Cerner's key messages and story in the Experience Theater, part of Cerner's world-renown Vision Center. Throughout her career, Francie worked with a partner to develop a Cerner-focused 3 day workshop that over the 10 year run was given was the #1 ranked learning experience by Cerner associates who had been trained under Francie's leadership.

Over her last 2 years at Cerner, Francie developed a new training program that has been delivered to close to 1,000 associates and again has the #1 ranking for learning experiences at Cerner. She and her partner, Bryan Ritter, have trained more than 30 associates in facilitating that program so that she and Bryan could move into the industry and provide Communications Training Excellence to other organizations as well.

Throughout her educational career, Francie earned a B.A. in Microbiology from the University of Kansas, as well as a B.S. in Medical Technology from the University of Kansas Medical Center.

For more information, please visit [www.difcomdesigns.com](http://www.difcomdesigns.com)

**About Us** Continental Who's Who has become one of the most respected and trusted publishers around the globe. We spotlight thousands of professional individuals and organizations each year who "stand-out" in their specific field. Included are executives and officials in business, science, education, philanthropy, religion, government, the fourth estate, finance, law, engineering, authors, the musically talented elite as well as numerous additional industries.

Our mission at Continental Who's Who is to provide an exclusive internationally recognized world-class forum where members can create social, professional and business relationships. We provide resources, information and represent an atmosphere and opportunity to network, consult, showcase, educate, and empower, allowing for establishing new business relations to increase future success. We are committed to delivering the highest quality service to all our established members.

Please visit us at [www.continentalwhoswho.com](http://www.continentalwhoswho.com)

Contact: Robert Basilin, 516-825-5634 [pr@continentalwhoswho.com](mailto:pr@continentalwhoswho.com)

SOURCE Continental Who's Who

RELATED LINKS <http://www.continentalwhoswho.com>