

## Heather A. Haley, MS, CMPP

2214 Monroe Avenue

Cincinnati, Ohio 45212

513-377-5444

Haleywriting@gmail.com

[www.haleywriting.com](http://www.haleywriting.com)

Twitter: @haleywriting

### PROFESSIONAL SUMMARY

Haley Writing Solutions LLC (8/05-Present; Full time 5/07-present)

#### Continuing Medical Education

- Faculty recruitment and program development for symposium at NATCO 2010 targeting nurses caring for kidney transplant recipients.
- Researched and wrote facilitator guides, actor scripts, and audio panel commentary for IDEAL™ System for live activities on stroke in atrial fibrillation, chronic pain, and ADHD.
- Crafted online case-based programs for family physicians for MDBriefcase.com
  - Programs assessed user knowledge, perceived and actual competency via 10 to 15 multiple choice questions and 4 part case simulations
  - Program topics included: major depressive disorder, bipolar disorder, ADHD, rosacea, prostate cancer screening and chemoprevention, combination therapy in benign prostatic hyperplasia, allergic rhinitis
  - Crafted physician-surveys assessing knowledge and perceived competency to support grant applications
- Medical simulations for NeuroscienceCME.com combining clinical decision point and knowledge-based questions.
  - Medical topics: fibromyalgia, osteoarthritis, diabetic peripheral neuropathy, and chronic back pain for NeuroscienceCME.com
- Collaborated with physicians and University of Cincinnati CME Department for post-program assessments in conjunction with programs posted on Medscape.com
  - Wrote 8 to 10 questions per program in diabetes, anticoagulants, and cardiology.
- Conference coverage for *The Medical Pipeline* for American Psychiatric Association, Transcatheter Therapeutics, and American College of Rheumatology.
- Wrote expert opinion web-article on American College of Rheumatology 2008 recommendations for treating rheumatoid arthritis.
- Feature article on breakthrough pain for *MDNG Pain Management*
- Wrote electronic newsletters on C-reactive protein and cardiac disease for family physicians for MDBriefcase.com
- Created slides for 2 regional CME workshops targeting interventional cardiologists on STEMI and NSTEMI, managed faculty, and provided accreditation paperwork support.
- Crafted needs assessments on pain management for specialists and generalists, lymphoma, type 2 diabetes, transplant medicine, depression, hypoactive sexual desire disorder, venous thromboembolism, and irritable bowel syndrome.

#### Strategic

- Gaps analysis and market summaries for sarcoma, Parkinson's disease, and hepatitis C.

- Wrote executive summaries of physician advisory boards in depression, pain, and interventional cardiology.
- Provided competitive intelligence in pain and depression markets based on attendance at American Psychiatric Association, American College of Rheumatology, and American Academy of Nurse Practitioners.
- Created slide set on epidemiology of racial health disparities in cardiovascular disease and diabetes and research on delivering culturally-relevant interventions.
- Supported preparation for FDA advisory committee meetings for anesthesia and antipsychotic panels.

### **Publications**

- Drafted over 40 abstracts and 30 posters meetings including American Diabetes Association, International Society for Pharmacoeconomics and Outcomes Research, American Psychiatric Association, American College of Neuropsychopharmacology, American Academy of Dermatology, European Crohn's and Colitis, International Anesthesia Research Society.
- Researched and wrote primary manuscripts from original clinical trial data and study reports in antipsychotic safety, prostate cancer, renal cell cancer, and pediatric allergic rhinitis, and community asthma interventions.
- Crafted review articles about emerging anticoagulants, Crohn's disease and ulcerative colitis, and antihistamine safety in pediatric patients.
- Copyedited over 50 manuscripts, mostly from non-native English speakers for *Diseases of the Colon and Rectum*.

Eli Lilly Canada Inc.

Scientific Communications Associate-Contract (12/05-4/07)

- Implemented Canadian-specific publication strategy for the neuroscience therapeutic area (Strattera, Zyprexa).
- Established and managed project timelines to steer publications through internal statistics and legal/scientific reviews.
- Wrote 4 abstracts and 6 posters accepted and presented at various venues including Canadian Psychiatric Association, American Psychiatric Association, International Osteoporosis Foundation, and Canadian Diabetes Association.
- Interpreted clinical data from statistical and safety system reports.
- Executed publications by working with project statistician, clinical research physicians and external authors.
- Oversaw and worked with freelance medical writers.

University of Minnesota Twin Cities

Medical Editor, Department of Family Medicine (5/04-7/05)

- Edited, rewrote and consulted on content for over 30 abstracts, manuscripts and grant applications.
- Clients included family physicians, psychologists, and epidemiologists.
- Coordinated with statistician, epidemiologist, medical editor, and administrative specialists on client writing projects.
- Co-managed grant development process including task prioritizing and delegating under tight deadlines.

## **PROFESSIONAL ACTIVITIES**

Career Development Section Editor, American Medical Writers Association Journal, (1/05-12/06, 11/07-6/10)

- Created a regular feature interviewing new and seasoned medical writers.
- Planned publication strategy with AMWA Journal Editor in Chief.
- Recruited six writers for the student section.
- Expanded section to include feature articles on generating writing samples and interviewing.

President, Ohio Valley Chapter of AMWA (8/09-9/10)

Treasurer, Ohio Valley Chapter of AMWA (3/08-8/09)

Member, American Medical Writers Association (3/02-present)

Core Curriculum Certificates in Pharmaceuticals and Editing and Writing

Member, Alliance for Continuing Medical Education (11/09-present)

Member, International Society of Medical Publication Planners (7/08-present)

Member, Healthcare Business Women's Association (5/09-present)

## **EDUCATION**

**University of Minnesota Twin Cities**, Minneapolis, MN

Master of Science in Chemistry (8/04) GPA 3.5/4.0

Master of Science in Scientific and Technical Communication, (12/06) GPA 3.9/4.0

Project: PROACTIVE: A Case Study of the Current Dynamics of Publishing Medical Research

Scope: Impact of clinical trials registries, CONSORT, authorship guidelines, and financial disclosures on publishing peer-reviewed medical research from pharmaceutical and academic perspectives

**Hope College**, Holland, MI

Bachelor of Science, Chemistry, minor Studio Art (5/00) GPA 3.5/4.0