

Heather A. Haley, MS

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SKILL SUMMARY

Media:

Slide kits, abstracts, posters, journal manuscripts, CME and product monographs, needs assessments, event coverage, formulary dossiers, advisory board summaries, Web-sites, video scripts, reviewer responses

Knowledge Areas:

Pain, fibromyalgia, psychiatry gastroenterology, diabetes, sexual health, cardiology, HIV, colorectal surgery, prostate cancer, colorectal cancer, family medicine, infectious disease, allergy, health disparities, clinical trial design, pharmacoeconomics

Computer Skills:

Microsoft Word, Power Point, Excel, SigmaPlot, Datavision, Documentum, HTML, WebCT Vista, Chem draw, Endnote, Refworks

Products:

Duloxetine, pregabalin, milnacipran, pramipexole, tramadol, fentanyl buccal tablets, olanzapine, iloperidone, atomoxetine, , dalteparin, enoxaparin, rivaroxaban, warfarin, dabigatran, clopidogrel, prasugrel, infliximab, adalimumab, ustekinumab, daptomycin, moxifloxacin, levocetirizine, mometasone furoate, pioglitazone

Analysis:

Data analysis and interpretation, responding to reviewers, Evaluating and facilitating government guideline compliance

Leadership Skills:

Publication strategy planning, project management, faculty management, event planning, writer recruitment

PROFESSIONAL SUMMARY

Freelance Medical Writer, (8/05-Present; Full time 5/07-present)

Publications

- Drafted abstracts and posters for American Psychiatric Association, American College of Neuropsychopharmacology, American Academy of Dermatology, European Crohn's and Colitis, American Diabetes Association, and 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 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*.

Continuing Medical Education

- Crafted needs assessments in breakthrough pain in cancer and noncancer patients, opioid aberrant behaviors, and irritable bowel syndrome.

- Researched and wrote monograph on therapeutic management of fibromyalgia patients targeting primary care physicians.
- Created slides for 2 regional CME workshops for interventional cardiologists on STEMI and NSTEMI, managed faculty, and provided accreditation paperwork support.
- Collaborated with Medscape to create a video-enduring component from a satellite symposium at 2008 American Association of Hip and Knee Surgeons.
- Provided project transition, onsite support, and content development for satellite symposium at 2008 American Association of Hip and Knee Surgeon.
- Wrote expert opinion web-article on American College of Rheumatology 2008 recommendations for treating rheumatoid arthritis.
- Developed online case study and backgrounder on differential diagnosis and treatment of bipolar disorder, ADHD, and depression in adults.
- Created online case on diagnosis and treatment of rosacea for family physicians.
- Created slide set on epidemiology of racial health disparities in cardiovascular disease and diabetes and research on delivering culturally-relevant interventions.
- Summarized recordings of live events for CME including writing test questions and education objectives on topics including:
 - Pulmonary diseases in liver patients
 - Preventing deep venous thrombosis
 - Advance care planning
 - Diabetes in emergency care settings

Promotional

- Wrote executive summaries of advisory boards for pain and cardiovascular products.
- Wrote and revised disease state overview, pharmacoeconomics, and safety sections for a product monograph on fibromyalgia.
- Created slides for treatment of infectious diseases including community acquired pneumonia, bacteremia, and complicated skin infections.
- Updated ACMP reimbursement dossier with evidence tables of publications related to atrial fibrillation.
- Drafted moderator guide to accompany disease-state video

Eli Lilly Canada Inc.

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

- 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.
- Wrote 1 manuscript of observational study of atypical antipsychotics submitted to Canadian Journal of Psychiatry.
- Wrote abstract, poster, and manuscript on 2 year observational study of pioglitazone in type 2 diabetes.
- Created slide kit used for investigator meetings for pioglitazone.
- Interpreted clinical data from statistical and safety system reports.
- Prepared abbreviated study reports for observational studies and clinical trials not for registration.

- Executed publications by working with project statistician, clinical research physicians and external authors.
- Established and managed project timelines to steer publications through internal statistics and legal/scientific reviews.
- Implemented Canadian-specific publication strategy for the neuroscience therapeutic area (Strattera, Zyprexa).
- 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-present)

- 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.

Freelance Panel Session Organizer, 2008 Annual AMWA Conference

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

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

Core Curriculum Certificates in Pharmaceuticals and Editing and Writing

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