

Debra L. Gordon, MS
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I have been an independent healthcare communications consultant specializing in health, medicine, and health policy for consumer, medical, and corporate audiences since September 1999.

My particular specialty is healthcare reform, with in-depth knowledge around the Affordable Care Act; new healthcare delivery models, including Accountable Care Organizations and Patient-Centered Medical Homes; Medicare and Medicaid policy; value-based purchasing; health information technology; quality and cost issues; managed care; and patient empowerment.

I am also one of only a handful of medical writers who can confidently communicate about the juxtaposition of healthcare reform and the clinical side of medicine for a variety of audiences, ranging from consumers to physicians to healthcare organizations, businesses, and vendors.

I bring more than 25 years experience in the healthcare field as a newspaper reporter covering health and medicine for two major daily papers; provider relations manager for a mid-sized managed care organization; book editor and author; and, for the last 15 years, an independent medical communications consultant.

Services include:

Writing. White papers, blogs, reports, training materials, slide presentations, sales training materials (print and interactive), advisory board coverage and summaries, annual reports, articles, books and book proposals, brochures, CME program content and needs assessments, press releases, marketing materials and web content, video scripts.

I also work collaboratively with authors to develop medical journal articles, review articles, and other content.

Editing. Developmental editing, project management

Consulting. Analysis of current communication projects, media training, writing workshops

Meeting coverage. Journalistic coverage, reports, competitive intelligence

Speaking and training. Healthcare policy issues, the healthcare system, patient advocacy, patient empowerment, successful business management, writing. Speaking engagements include:

Healthcare Reform/US Healthcare System

- BeaconLiveRX webinar – Value-Based Purchasing and CME (March 2015)
- American Society of Abdominal Surgeons annual meeting (October 2014)
- Texas Medical Association CME annual meeting (June 2014)
- American Medical Writers Association national meeting (November 2013)
- Healthcare Business Women’s Association mid-Atlantic chapter (June 2013)
- BeaconLiveRX webinar (May 2013)
- American Medical Writers Association Pittsburgh Chapter meeting (May 2013)
- GordonSquared webinar (February 2013)
- Alliance for Continuing Health Education Professionals annual meeting (January 2013)
- American Medical Writers Association national meeting (October 2012)

Medical Writing for Bench Scientists

- Annual Meeting of the American Society for Biochemistry and Molecular Biology (April 2014)

White Papers: What, How and Why (3-hour workshop)

- GordonSquared webinar (February 2015; available on demand)
- American Medical Writers Association Mid-Atlantic Chapter (March 2014)
- American Medical Writers Association Delaware Valley Chapter meeting (April 2013)

The Business of Freelancing: Getting to Six Figures

- GordonSquared webinar (October 2014; available on demand)
- American Medical Writers Association Mid-Atlantic Chapter meeting (March 2012)

THERAPEUTIC AREAS (include but not limited to)

Affordable Care Act	Diabetes	Osteoporosis
Aging/longevity	Gastrointestinal	Pain
Alternative and integrative medicine	Managed care/health policy	(chronic/neuropathic)
Autoimmune diseases	Mental health	Reproductive medicine
Central nervous system/neurological conditions	HIV/AIDS	Respiratory
Cardiovascular	Obesity	Stroke/TIA
	Oncology: solid tumor	
	Ophthalmology	

EDUCATION

UNIVERSITY OF THE SCIENCES OF PHILADELPHIA, Master of Science (MS), Biomedical Writing.

UNIVERSITY OF VIRGINIA, Bachelor of Arts (BA), English

Continuing Education courses:

Johns Hopkins Bloomberg School of Public Health

- Healthcare Economics

Old Dominion University, Norfolk, VA

- Healthcare Marketing
- Healthcare Finance

PROFESSIONAL AFFILIATIONS

- American Medical Writers Association (AMWA)
- Alliance for Continuing Education in the Health Professions (ACMEHP)
- American Society of Journalists and Authors (ASJA)
- National Association of Science Writers (NASW)
- Association of Health Care Journalists (AHCJ)

AWARDS

- Kaiser Family Foundation Media Fellow. One of six national journalists awarded one-year fellowship to pursue independent work in health policy arena.
- Merit Award in Newsletter/Community Organization (nonprofit) category from National Health Information Awards for Women & Sexuality
- Parenting Publications of America
 - Silver Award for News Feature: "Allergies and Children"

- Mercury Award for Excellence in Professional Communication, Grand Award for Best Feature Article, “Triumph Over Depression,” 2001
- Numerous journalism awards

BOOKS

- *Patientzilla: Get the Health Care You Want, Need, and Deserve (in process)*
- *mHealth: Global Opportunities and Challenges, Convergent Publishing. Coming in 2013.*
- *Beyond Hormones*, Rodale Publishing 2012. Co-author.
- *Wine on Tuesdays: Be a Serious Wine Drinker without Taking Wine Too Seriously* Thomas Nelson 2008. Co-author with husband.
- *Disease Free*, Reader's Digest 2009. Co-author.
- *Long Life Prescription*, Reader's Digest 2008. Co-author.
- *What Works*, Reader's Digest 2008. Co-author.
- *The Green Pharmacy Guide to Healing Foods*: Rodale 2008. Ghostwriter.
- *Rock Your Body*, Rodale, 2007. Ghostwriter.
- *Best Remedies*, Reader's Digest 2006. Co-author.
- *Complete Idiot's Guide to Type 2 Diabetes*, Pearson. Co-author. 2005.
- *Stealth Health: How to Sneak Age-Defying, Disease-Fighting Habits Into Your Life Without Really Trying* Reader's Digest. Co-author. 2005
- *Medical Breakthroughs 2005*, Reader's Digest Books. Writer. 2004
- *Take Charge of Your Irritable Bowel Syndrome*, Barnes and Noble Publishers, Author, 2004.
- *Allergy & Asthma Relief: Featuring The Breathe Easy Plan : Seven Steps to Allergen Resistance*, Reader's Digest Books. Co-author. 2004.
- *Medical Breakthroughs 2004*, Reader's Digest Books, 2004. Writer
- *Young for Life*. Oxmoor Press. Writer and Editor. 2004
- *Cut Your Cholesterol!* Reader's Digest Books. Co-author. 2003
- *Medical Breakthroughs 2003*, Reader's Digest, 2003. Writer.
- *7 Days to a Perfect Night's Sleep*. St. Martin's Press. Author. 2003.
- *The Woman Doctor's Guide to Health and Healing* (Oxmoor Press), project manager/editor. 2003.
- *Bloom's Biocritiques: William Faulkner*. Chelsea Press. Author. 2003
- *Letter Perfect: How to Use the Power of Words, Phrases and Personal Style to Say it Best in Any Situation*. Prentice Hall.
- *A Patient's Guide to Alzheimer's Disease*. Handbooks in Health Care Company. 2002
- *The Insider's Guide to Internet Health Searches: Real Life Success Stories and Expert Advice for Finding Online Health Information You Can Trust*. Rodale Press. Editor.

Employment History

2000-present **President, GordonSquared, Inc.** Williamsburg, VA

1999-2000 **Rodale Press, Inc.**, Emmaus, Pa

Executive writer/editor. Responsible for developing, writing and editing consumer health and medical books, and managing several writers, as well as contracting and working

with several freelancers on each book project. Functioned as staff writing coach.

Senior Writer. Responsible for researching and writing health and medical books.

1998-1999

Orange County Register, Santa Ana, Ca.

Staff writer. One of two reporters covering medicine/health care on the news side for this 400,000+ daily newspaper in the heart of managed care country. Responsible for breaking news, enterprise, features and explanatory journalism.

1997-1998

Kaiser Family Foundation Media Fellow.

One of six national journalists awarded one-year fellowship to pursue independent work in health policy arena. Explored the role of community coalitions and efforts in improving child and maternal health. Fellowship included stipend and travel money, and involved several in-depth health policy briefings around the country.

1991 - 1998

The Virginian-Pilot, Norfolk, VA

Staff Writer

Medical writer, with primary responsibility for pediatrics, women's health, aging and military medicine for this 240,000-circulation daily newspaper. Created the aging beat for the newspaper. Use on-line databases/resources extensively in research.