

Resume – Lisa Catanese, ELS

Blue Blaze Communications, LLC

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Summary:

Experienced writer and editor specializing in health and medical writing for consumer and professional audiences. Excellent project manager with strong organizational skills and great attention to detail. Experienced in managing teams of writers, medical reviewers, designers, programmers and photographers. Certified Editor in the Life Sciences (ELS).

Freelance Experience:

Freelance medical writer/editor and sole proprietor of Blue Blaze Communications, LLC

Select current and past freelance clients:

- Advanced Practice Strategies (CME), Boston, MA
- American Well (telehealth), Boston, MA
- Brigham and Women's Hospital, Boston, MA
- Community CancerCare, Manchester and Enfield, CT
- Connecticut Hospital Association, Wallingford, CT
- Dianon Systems Inc. (pathology services), Stratford, CT
- Eastern Connecticut Health Network, Manchester, CT
- Esoterix Inc. Laboratory Services, Austin, TX
- GlaxoSmithKline, Research Triangle Park, NC
- Harvard Pilgrim Health Care, Wellesley, MA
- Health + Commerce, Santa Rosa, CA
- Integrative Medicine Communications, Newton, MA
- Johns Hopkins Hospital, Baltimore, MD
- Lahey Health, Burlington, MA
- Massachusetts General Hospital, Boston, MA
- Meda Pharmaceuticals, Somerset, NJ
- Medical College of Georgia, Augusta, GA
- Medical Communications Network, Baltimore, MD
- Mosby Consumer Health, Boston, MA
- Newton-Wellesley Hospital, Newton, MA
- Pleio, Inc., New York, NY
- Red Bridge Strategy Inc., Cambridge, MA
- Relevate Health Group, Cincinnati, OH
- Roche U.S. Pharmaceuticals, Nutley, NJ
- Sanofi-Aventis, Paris, France
- Sharecare Inc., Atlanta, GA
- SILVR (digital healthcare marketing), San Diego and Ventura, CA
- United Healthcare, Hartford, CT
- University of Connecticut Health Center, Farmington, CT
- University of Iowa Hospitals and Clinics, Des Moines, IA
- VantagePoint Healthcare Advisors, Hamden, CT
- Wellframe, Boston, MA
- Yale-New Haven Hospital, New Haven, CT

Past Experience:

Communications Manager, Eastern Connecticut Health Network (ECHN), Manchester, Connecticut, a health system comprised of two acute-care hospitals, a nursing home, two wellness centers, and other partners.

Responsible for internal and external communications, including:

- Writer/editor of a 36-page award-winning healthcare magazine for consumers, published every four months, circulation 153,000. Involved creating each issue from beginning to end -- deciding topics for articles, conducting interviews/research, writing the articles, planning/supervising photo sessions, using desktop publishing to create final magazine.
- Quarterly newsletter on women's health
- Twice-monthly newsletter for employees
- Quarterly newsletter for physicians, and physician practice brochures
- Quarterly low-literacy newsletter published in English and Spanish
- Annual reports
- Health education brochures
- Press releases
- Created and maintained ECHN's website
- Served as back-up media spokesman

Communications Manager, Rockville General Hospital, Vernon, Connecticut. Responsible for internal and external communications. Began consumer health magazine. Published monthly employee newsletter, monthly community news bulletin, women's wellness newsletter, health education brochures, press releases. Planned and organized health education programs.

Reporter for *The Hartford Courant*, Connecticut's largest daily newspaper with 225,000 circulation.

Reporter for *The Litchfield County Times*, a weekly newspaper in New Milford, Connecticut, serving 26 towns.

Select Completed Projects:

Online:

- Wrote extensive web content for pharmaceutical/microbiology websites for both consumer and professional audiences
- Wrote extensive web content for hospitals, health systems, private physician practices
- Developed navigation and wrote content for physician-hospital organization website
- Developed comprehensive web content on various health disorders and treatments
- Directed design and navigation, wrote content, and edited all content for comprehensive e-health website
- Produced e-newsletter content for pharmaceutical company manufacturing multi-vitamin infusion products
- Wrote blogs for medical device companies, telehealth promotion, hospitals, providers
- Developed online nursing assessments for health insurance company

Magazines/Newsletters:

- Writer/editor/designer of an award-winning healthcare magazine for consumers
- Articles for national practice-management magazine for physicians
- Articles for women's health newsletter
- Wrote and designed employee and physician newsletters
- Wrote clinical emails aimed at physicians to promote newly approved pharmaceuticals
- Wrote low-literacy newsletter
- Wrote managed care newsletter

Physician/Nurse Education:

- Developed content for online training modules for physicians and nurses
- Wrote online learning assessments for CME credits
- Wrote interactive case studies for online presentation

Brochures/Reports:

- Wrote and designed physician practice brochures
- Wrote and designed brochures on various health conditions (migraines, back pain, macular degeneration)
- Planned, wrote, and produced corporate and nonprofit Annual Reports

Editing:

- Edited and fact-checked entries for on-line medical encyclopedia for consumers
- Edited monographs for both professionals and consumer audiences on diseases and treatments, including complementary therapies
- Edited tri-fold brochures on various health conditions and topics

Advertising:

- Wrote and designed a series of newspaper ads promoting cancer center
- Wrote and designed newspaper ads promoting physician practices
- Wrote banner ad copy for online advertising

Corporate Communications:

- Wrote and edited descriptions of catalogs featuring scientific instrumentation
- Advertorials on software for managed care
- Media kits and literature for manufacturing enterprise software
- Press releases
- Planned and organized various educational programs for the public

Education:

University of Connecticut, Storrs, Connecticut — B.A. with honors in English with journalism as related field of study. Served as managing editor of the *Connecticut Daily Campus*, the university's daily newspaper, circulation 10,000. Wrote stories for United Press International (UPI) and performed internships with *The Day* newspaper (New London, Conn.), *The Hartford Courant* and *The Litchfield County Times*.

Awards:

- Merit Award for best online health information, World Wide Web Health Awards
- First-Place Award, Connecticut Valley Chapter, Public Relations Society of America
- Silver Mercury Award, Connecticut Valley Chapter, Public Relations Society of America
- APEX Award of Excellence, Communications Concepts (three-time winner)
- Silver Award for disease and injury prevention, National Health Information Awards
- National Advertising Award, Healthcare Marketing Report (three-time winner)
- Lamplighter Award, New England Society for Healthcare Communications
- Award in Medical Communication, New England Chapter, American Medical Writers Association (three-time winner)
- Medical Journalism Award, Sandoz Pharmaceutical (two-time winner)
- Silver Quill Award, U.S. District 1, International Association of Business Communicators
- Award of Merit, Connecticut Chapter, International Association of Business Communicators

Professional Affiliations/Certification:

- Member, American Medical Writers Association
- Member, Board of Editors in the Life Sciences

Professional Activities:

- Roundtable leader, Connecticut chapter of the American Medical Writers Association, on "Tips for Writing for the Web"
- Award judge, AMWA New England Chapter Writing Awards for Excellence in Medical Communications
- Guest speaker, Connecticut chapter of the American Medical Writers Association, on freelance writing careers
- Guest speaker, Connecticut chapter of the American Medical Writers Association, on using a website to promote your business
- Guest speaker, Connecticut Women in Healthcare Management and American College of Healthcare Executives, on the importance of health literacy