

Kate Evans, ELS

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Objective: To obtain medical communications consulting and freelance work in the areas of strategic business development, program design, editorial project management, medical writing, and faculty relations.

Profile: Energetic, forward-thinking business development and strategic medical communications specialist with 13 years of experience in CME and non-CME education. Superb conceptual, relationship-building, and publication planning abilities. Highly skilled in communicating complex information to a broad range of audiences in a compelling and credible manner. Has written hundreds of CME grants successfully funded by industry, resulting in \$20mm+ in revenue.

Therapeutic Areas of Focus: Primary: Oncology, psychiatry, pain medicine. HIV, sleep disorders (insomnia), infectious disease (hepatitis C), cardiology, women's health, diabetes / endocrinology, rheumatology, neurology, pain medicine, urology, ophthalmology, asthma, allergy, renal care, gastrointestinal disorders.

Work Experience

NovaMed Communications LLC

Glen Ridge, NJ | 2006–present

Owner/Principal Consultant and Writer

Creates and delivers new business pitches and proposals. Initiates, manages, and develops relationships with clients including medical communication agencies, pharmaceutical and biotech companies, and nonprofit organizations. Develops strategic medical communications plans and grant proposals by identifying unmet educational needs and aligning them with funding opportunities.

Conceptualizes, writes, and manages CME and non-CME educational materials for healthcare and managed care professional audiences, working closely with faculty and academic centers. Attends medical conferences and advisory boards as consultant to clients and faculty.

PeerView Academic Network

New York, NY | 2003–2006

VP, Educational Grant Development and Professional Relations (2005–2006):

Established new department to provide medical strategic support to sales team of 10 consultants. Developed program concepts and needs assessments for all submitted CME grant requests, utilizing public and proprietary data as well as outcomes from previous programs and consultation with expert physicians to determine educational needs of healthcare professionals. Aligned identified educational needs with potential pharmaceutical industry grant supporters. Attended meetings with industry supporters to discuss areas of educational interest. Primary areas of concentration: oncology, HIV, and psychiatry.

Key accomplishments:

- Developed program concepts and content for over 300 grant request proposals in 2005 that resulted in a close rate of 43% and \$20 million in sales
- Created needs analyses publicly acknowledged as 'best in class' by industry grant supporters
- Developed network of key opinion leaders to provide advice regarding educational needs of clinicians and upcoming key data

VP, Team Director / Team Director (2003–2005):

Reporting to Chief Operating Officer, led all aspects of program development, from proposal writing to launch, for a medical education / publishing team with annual sales of \$5 million. Built and directly supervised team of managing editors, program director, producer, and freelance writers. Expanded business through strategic development and wrote grant support proposals. Developed concepts and outlines for print and multimedia programs. Worked closely with client medical directors, course directors, course faculty, guest editors, and CME providers. Attended sales calls as editorial / medical affairs consultant. Ensured quality control for content and editorial standards and compliance with regulatory rules. Primary areas of concentration: oncology, HIV, and cardiology.

Key accomplishments:

- Team executed 60 successful educational programs in 2004
- Turned around an underperforming sector of the PeerView group and substantially improved supporter satisfaction, resulting in increased repeat sales
- Revised internal processes, improving efficiency and providing more effective editorial checks and balances. Developed and maintained company-wide style guide

ProHealth (FCB HealthCare)

New York, NY | 2000–2003

Senior Writer / Editor: Developed content for and pitched new business proposals, one of which resulted in the largest new business account ProHealth had won to date. Provided overall strategic direction and worked closely with client to develop strategic communication / publication plan. Wrote, developed, and edited medical education materials. Attended symposia to provide editorial support to faculty during slide review and meeting preparation and act as a resource for clients. Supervised copyeditors, proofreaders, and freelance writers and recruited new editorial personnel. Primary areas of concentration: oncology, cardiology, and rheumatology.

The American Society for Aesthetic Plastic Surgery

New York, NY | 1999–2000

Editor, Scientific Forum, *Aesthetic Surgery Journal*
Managing Editor, *Aesthetic Society News*

Acquired manuscripts for bimonthly, peer-reviewed, AMA-style surgical journal and wrote articles for quarterly newsletter. Developed and substantively edited highly technical surgical manuscripts and CME exams, working closely with authors. Wrote structured abstracts based on information provided in manuscript. Ghost-wrote editorials for Editor-in-Chief. Wrote press releases intended for a lay population based on scientific articles. Represented journal at scientific meetings.

Mount Sinai School of Medicine

New York, NY | 1998–1999

Editor / Project Coordinator

Substantively edited and copyedited behavioral health-related manuscripts for submission to peer-reviewed journals. Prepared grant materials for Internal Review Board approval and submission to National Institutes of Health and tracked grant expenditures.

Center for Advanced Biotechnology and Medicine, UMDNJ

Piscataway, NJ | 1996–1997

Assistant to Principal Investigator

Copyedited molecular biology manuscripts for submission to peer-reviewed scientific journals. Copyedited and prepared grant applications for federal, state, and private foundations.

Education**Somerset School of Massage Therapy**

Somerset, NJ

Certification Program in Therapeutic Massage

Intensive college-level studies in pathology, anatomy and physiology. Training in Swedish massage, myofascial release, and neuromuscular therapy.

Rutgers University | Mason Gross School of the Arts

New Brunswick, NJ

Bachelor of Music with high honors, GPA 3.7–4.0. Extensive course work in psychology and women's studies. Mason Gross Scholar Award, Garden State Distinguished Scholar Award.

Professional Associations

- Active member of American Medical Writers Association
- Completed certification process, including examination, for Board of Editors in the Life Sciences (www.bels.org)