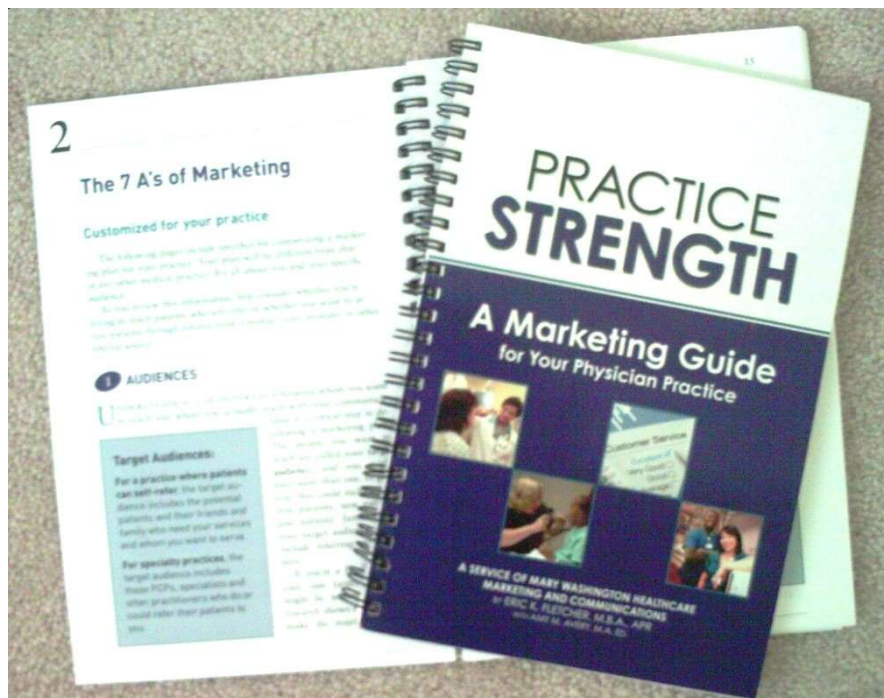


Copy by AmyMAvery@outlook.com

Long-form writing projects, including research, writing, editing, design and production



Marketing book and workbook for non-marketing professionals

- ◆ Client contracted me to write and also contribute to this book using his initial ideas and research.
- ◆ Working remotely, I created the outline, served as a sounding board, and wrote entire document.
- ◆ Consistent with adult learning techniques, I also included worksheets and design ideas.

The published book also resulted in our doing a national webinar for the American Hospital Association

Extensive editing and rewriting: 100-page commemorative book for a non-profit association

Though I was originally contracted to simply proofread the document, my suggestion that it read more like a coffee-table book (vs. the highly academic style of the draft) hit home. So the association halted production in order for me to extensively edit and reorganize the book.

Additional services: worked remotely with designers and photographers to communicate ideas about artwork, call-outs, photos, etc. to make the book more readable.

Client feedback: *"You WOWed them. Many, many thanks for your work thus far. I beg you to put off skydiving and other extreme sports — we need you on this project. Once again — great job. Our staff and design team were all very impressed! ;) I knew you were the right person for the job!"*



Copy by Amy@AveryWrites.com B2Clinician, B2Staff, B2Donors

I offer decades of experience in communications for the diverse stakeholders in the healthcare industry for organizations like Cleveland Clinic, UNC-Chapel Hill School of Medicine, Blue Cross Blue Shield N.C., Talacris Pharmaceuticals, and more

Media:

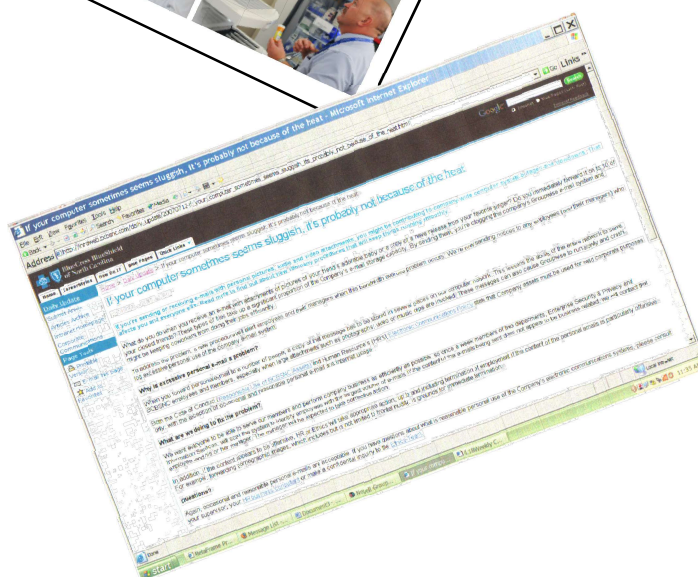
- ◆ Daily e-news
- ◆ Weekly print and e-newsletters
- ◆ Monthly and quarterly print newsletters
- ◆ Posters
- ◆ Classes and scripts
- ◆ Powerpoints

Internal Stakeholders:

- ◆ Employees
- ◆ Physicians
- ◆ Researchers and Partners
- ◆ Volunteers
- ◆ Financial Donors
- ◆ Boards of Directors

Messaging:

- ◆ Administration-to-stakeholders
- ◆ Physician-to-physician
- ◆ Employee-to-employee
- ◆ Crisis communications
- ◆ Human Resources support



Copy by Amy@AveryWrites.com
“Our Future, Our Responsibility: Shaping
the Global Outlook for Women”
30-page book for nonprofit, liberal arts
college

- dozens of interviews
- almost 20 features & profiles
- national and international
research to support key
points

PDF OF THE ENTIRE
BOOKLET IS AVAILABLE
FOR REVIEW



WOMEN IN BUSINESS LEADERSHIP



National and international studies demonstrate that business in the hands of women is a powerful force in the U.S. and world economies. A more accurate statement, however, is that women could be a powerful economic force. Today the impact of women's skills and vision is far from full.

For example, though the percentage of women managers in Africa has doubled in 20 years, the full picture shows that figure topping out at only 15 percent today. In U.S. Fortune 500 companies, women hold half the managerial positions but can claim only 15 to 16 percent of seats in corporate offices and boardrooms.

If trends continue unaltered, girls born today will be 40 years old before the boardroom reaches a gender balance that actually reflects the working—and buying and investing—population, according to Catalyst, a research group that focuses on women in the workplace.

In positive moves, industry and world leaders are beginning to seek the unique economic benefits gained from women's leadership. They know that, like men, successful women in the workforce consistently exceed performance expectations, succeed on important high-visibility projects, and develop expertise in disciplines valuable to industry.

Today's leaders also see that women, in particular, offer an increased understanding of a broader marketplace; provide increased opportunities to attract larger applicant pools; and ultimately offer improved financial gains generated by these strengths. As these strengths gain notice, the potential of women's contributions is multiplying. Based on the U.S. Census, seven million women (compared to six million men) will be coming up for their place in the workforce over the next 10 years.

Meredith Students Meet the Demands of the World's Economy

The women of Meredith College are preparing themselves to lead the way. Complementing rigorous academic programs, they seek course work, seminars, formal and informal programs, training and mentoring to develop their leadership skills. Last year alone, 1,000 students, including high school women, engaged themselves in diverse leadership activities on campus.

Meredith business students provide demonstrable proof of their strong corporate leadership. MBA students, for example, finished first in the state last year in a semester-long live-consult by the Small Business and Technology Development Center. The College's School of Business achieving the highest level of business school accreditation possible in the United States, and one of only two women's colleges to attain this designation.

Like the best leaders in the world, Meredith women are taking firm hold of meaningful leadership roles in business and industry. They will continue to redefine corporate success and, like others before them, economic forces of business in the hands of women.

The Status of Women

45%:
the average increase in revenue for women-owned firms over five years*

30:
the number of years required to raise the number of women in senior positions from 100 to 4,000 within the federal government**

675:
the number of student leadership positions at Meredith College

3:
the number of years in a row that Meredith's chapter of the Society for Human Resource Management has been named to the top 10 in the U.S. Meredith's chapter was also one of only two schools to receive a perfect score.



“Young women need to be offered opportunities to become politically socialized.”

Point of View: More Women in Politics Can Help Change the World

By Julia Leggett, '06

In 2003, I read a *Glamour* magazine article titled, “Want to save the world? Just save the world's women.” The article urged women to lobby their legislative representative to support the Gains for Women and Girls Act, a policy initiative aimed at increasing assistance for women and girls in developing countries. I reflect on the title of this article daily and ask myself how I can improve the lives of women with disabilities in our country and internationally.

Nearly 11 years ago, I was diagnosed with Ehlers Danlos Syndrome, a genetic disability that resulted in my daily use of a wheelchair. Shortly after joining the disabled community, I became an activist for inclusion in the arts. I viewed the arts as a way of educating the public on disabilities but also as a tool for expressing the concerns of individuals with disabilities.

Looking back, this work was the first step in finding my path to a career in politics. Since then I have had the honor of being a U.S. Senate campaign field staff member and, through a recent internship with Common Cause, I have been part of a team of advocates who helped successfully pass the first lobbying reform legislation in the state of North Carolina. The legislation, which passed in 2004, has helped make the legislative process more ethical by removing the ability of lobbyists to use monetary contribution or gifts to influence elected officials. To have assisted in creating important policy for our state was an important moment in my study of politics.

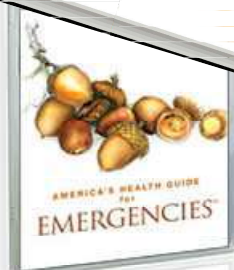
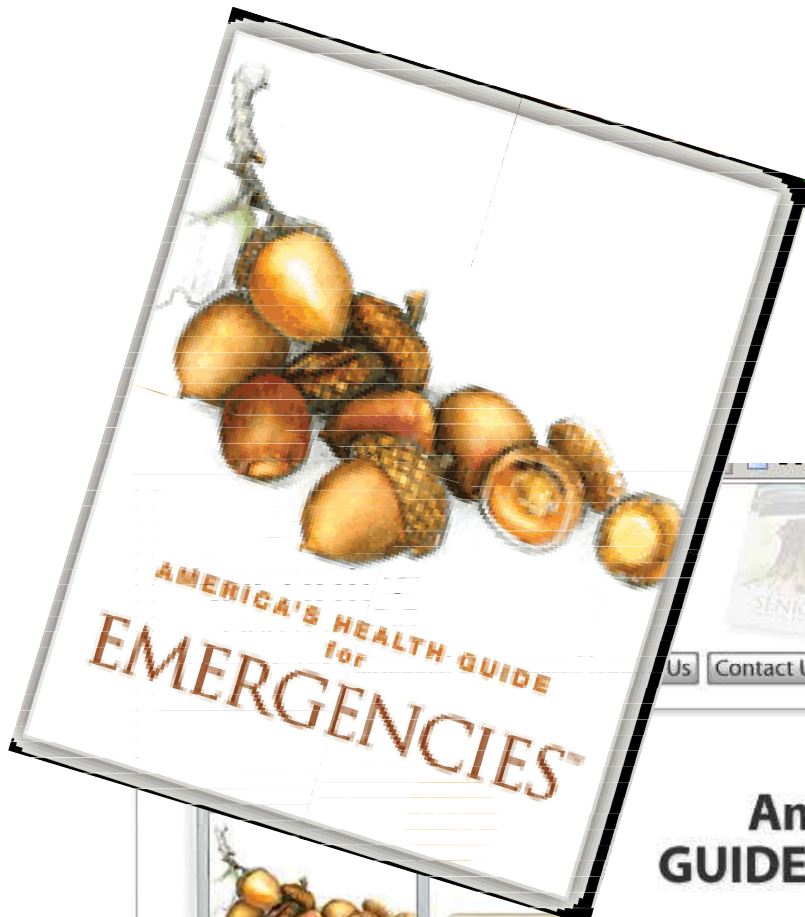
Through these experiences, I've learned that we need more women to enter the political pipeline. During my senior semester at Meredith I worked on an independent study project, Women and Policy. My research supported my own observations: young women need to be

offered opportunities to become politically socialized. This socialization is vital to young women learning the political process. Through programs such as those offered by The White House Project, young women receive an important invitation—an invitation to get involved.

My research also showed that young women do not receive the same messages that young men do in relation to choosing politics as a career. Women in political leadership positions have a powerful influence on young women in our society. We choose professions based on what we see. Women such as Representative Nancy Pelosi and Senator Hillary Clinton offer young women a visual representation of successful female policymakers. These images translate into young women becoming active in leadership roles in their community. This process allows young women to explore their political efficacy and, if we are lucky, some of these women become policy makers themselves.

Domestically and internationally we are seeing more women participate in the electoral process. The 2006 mid-term elections illustrated the power of women as voters. As a community, women “rocked” the vote and, in doing so, we made history by placing the first woman speaker of the House into our collective consciousness. In Iraq and Kuwait, we have seen the images of women with their finger stamped in blue participate for the first time in national elections. Through mentorship, community building and education, women are becoming the key to saving and changing our world. It all begins with us.

Julia Leggett holds a B.A. in political science. Since graduating from Meredith, Leggett has become a legislative liaison with the Alliance of Disability Advocates in Raleigh where she is assisting with a new American Sign Language Bill before the North Carolina State Legislature. She plans to earn a master's degree in deaf studies from Gallaudet University.

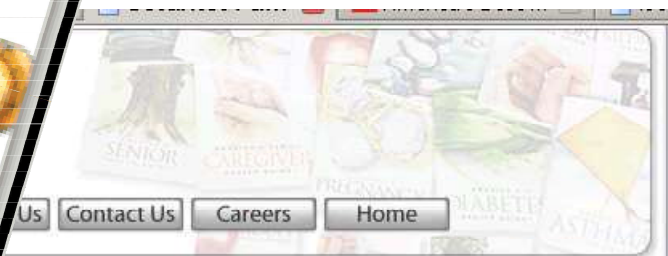


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CASE HISTORY



Size: 4 5/8 in. x 6 1/4 in., Pages:
40

6.0 grade reading level
Comes with a plastic pocket



America's HEALTH GUIDE for EMERGENCIES™

Having health information readily
available can be a lifesaver.

In any emergency, one must act quickly. When people are stressed, they often do not think clearly. They get nervous and forget even simple things. The **America's Health Guide for Emergencies™** is designed to help families receive proper medical care in emergency situations.

This health guide provides critical information for medical personnel to effectively treat family members in a variety of situations. One can easily organize personal health information for an entire household in one booklet.

Copy by Amy@AveryWrites.com

Foundation campaign report

Meredith College

(Excerpts from 32-page booklet I authored, based on phone interviews.)

A parent's challenge doubles donations

"Self-confidence is an important component of leadership," said Allen E. Gant, Jr., President and CEO of Glen Raven, Inc., an international provider of performance fabrics. "A lot of times, the difference between people who are successful and those who are not is self-confidence."

Clear about the value of the Meredith education and the potential to support other young women, Allen and Denise Gant, parents of Grayson E. Gant, '04, sponsored "The Parents' Challenge." During the Campaign for Meredith, they offered to match dollar for dollar gifts from other parents who felt as they do. Hundreds responded.

"Parent giving just shot through the roof because of their challenge," said Connie Harris, Vice President for Institutional Advancement. "The Gants obviously believe in Meredith, and their gift is a great example of what seed money can do."

In all, The Parents' Challenge raised over \$100,000 for The Meredith Fund. As parents and involved volunteers, the Gants are assured that the results of these gifts will be evident.

"Meredith helps build self-confidence, giving students the best chance at a career and at life," Gant said. "That's one of the really rich things that Meredith offers young ladies at a different level than many other colleges and universities can offer."

"I know that what we give will make a difference there in a way it could not in a larger university," he said. "It's gratifying to know that."



Multi-million dollar gift and a lifetime of contributions

When it came to Meredith College, it seems that the late Margaret Craig Martin, '30, could not get enough. Student. Professor. Staff member. Board member. Trustee. Volunteer. And this is the short list.

"She did everything at Meredith, and everything for Meredith," said Harold West, Senior Director of Planned Giving.

Therefore, it was no great surprise, but it was certainly a great joy, that during the Campaign for Meredith she provided in her will a charitable remainder trust of over \$2.5 million dollars, to support improvements to the facilities and grounds.

"She identified with Meredith all of her life," said her son, Zeno Martin. "She enjoyed the very good friends she met there, and was fond of the people she worked with. She loved that school."

Mrs. Martin's most recent gift was certainly not the first. She and her family found as many ways to support the college as she had connections to it. Their giving also includes a scholarship, gardens on campus and more.

In gratitude for her longstanding support, the college has named a newly renovated building in the heart of the campus in her honor. The Margaret Craig Martin Hall (formerly Hunter Hall) provides state-of-the-art facilities for students in a variety of disciplines, including human environmental sciences, foreign language and literature.

"This was a wonderful thing for her," Martin said. "There's a lot in that building that incorporates some of the contributions she made to the school. It's a fitting remembrance."

Cover Story/Feature:

“The power of words unspoken”

Meredith College magazine

excerpt from the 2,000-word article

Early this year, 12.6 million television viewers watched as one of Meredith's own was surprised with a new home, compliments of 700 local volunteers and the crew of ABC television's *Extreme Makeover: Home Edition*. Since thousands of deserving people have been nominated for home “makeovers,” those who know Linda Riggins, Meredith College alumna '98, of Raleigh, were thrilled that the show's producers selected her and her family for such a rare gift.

“When I saw that she was chosen, I just got up and jumped and cried. I just lost it,” said Nikki Dublin, '07, who knows “Miss Linda” as her preschool teacher. . . .

The feat of taking seven days to raze and rebuild a home for people in need has made *Extreme Makeover: Home Edition* one of America's top-rated reality series. Even so, such a show has its limitations. . . .

The millions who saw Riggins on television got only a glimpse of what hundreds of people locally witness in downtown Raleigh: how a focus on giving can influence people's lives in specific, dramatic, and even extreme ways.

“She doesn't even know”

“Miss Linda doesn't even know how much she has meant to me,” said Dublin, who has not seen Riggins in more than a decade. “My three sisters and I credit her with having a hand in the women we've become.”

Even cast and crew members, who have provided life-changing home makeovers to more than 80 families, gained through Riggins a deeper appreciation of what it means to focus on others.

“[The experience with the Riggins'] sure taught me a thing or two about what it means to be truly selfless, not to have very much but still find it within yourself to give,” wrote one of the show's interior designers, John Littlefield, in his on-line blog. “She's a wonderful example of what ‘giving’ really means . . . just being there when someone needs help.” . . .

“When I think about her, I think about me as a tiny child,” said Dublin, 35, who with her sisters were preschoolers at Building Together Ministries in inner-city Raleigh where Riggins still works today. “She would always greet me with a big hug and a big smile.”

Students at the preschool today tell similar tales.

“When we have a joke, it might not even be funny, but she still laughs,” said Tyshell Smith, 10, a fourth grader. “She's a person that would do anything to help you,” she added.

College after 30

For Riggins, helping neighborhood families eventually meant that she should go back to college to earn degrees in social



work and women's studies. . . . So Building Together offered her one of their first college scholarships, and she entered Meredith's 23+ college re-entry program.

The transition was not necessarily easy. She was a minority, older than the average student, and had not taken the foundational high school courses others had.

“Teachers in class were talking about things like it was review (of past coursework), but I'd never heard of some of those things before,” she said. . . . Riggins graduated *cum laude* in 1998. . . .

Creating opportunities

When the day came for Riggins, her husband, and three children to see the home makeover, Riggins concentrated on more than their new home, which is certainly beautiful inside and out. She was rewarded to learn that over 700 people had volunteered to help with the makeover. That focus on community is a focus she calls forth from others. “It's important to keep giving back,” Riggins said.

“Someone bigger than you sees where you need to be. For me, that someone is God.” . . .

“*Extreme Makeover* certainly benefited me and my family,” Riggins said. “But it wasn't about me. It's about serving, helping. People who came out got that.”

Show producers “got that” too, and planned another surprise. After the Riggins family toured their new home, show host Ty Pennington escorted them into the building that houses Building Together Ministries, the preschool, charter school and after school programs.

Unbeknownst to Riggins, *Extreme Makeover* had performed renovations throughout the 80-year-old structure, at a cost of approximately \$400,000. . . .

Extreme results: sidebar

The Riggins' family's new home and Building Together Ministries' renovations are perhaps the most well-known “extreme makeovers” in downtown Raleigh this year. But Riggins plays a role in other dramatic stories, some of which are 30 years in the making.

Nikki Dublin grew up in Halifax Court [public housing] and remembers well her preschool teacher, Linda Riggins.

“We couldn't have known then, as children, that someone's loving and hugging and giving would be so important,” she said of Riggins.

In 2002 while in her 30s, Dublin became a Meredith re-entry student, unknowingly following in Riggins' footsteps. “I found out that Miss Linda came to Meredith only after seeing a re-entry brochure with her picture on it,” said Dublin, who was unsure then about starting college again as the single mother of twin 16-year-old boys. “But when I saw her, I said, ‘Miss Linda did this; I can do it.’”

Dublin will graduate next Fall and return to her old neighborhood to bring dance, drama and the arts to the underprivileged children there.

“Even today, when I see Miss Linda, I see ‘I can!’” Dublin said.

Short-form introduction:

Cola: Bad for the bones

Study surprises researchers, shakes up women's attraction to cola

Researchers and parents have long understood that nutritionally bereft soft drinks often replace healthier choices in the American diet. One study now also suggests that colas actually rob bones of calcium, making them brittle. The large study, published in the *American Journal of Clinical Nutrition*, yielded several surprises both for researchers and for those who indulge in carbonated cola.

“We have long suspected a link between bone mineral density and cola consumption, but little research has explored the relationship between the two,” said lead author Katherine L. Tucker, Ph.D., with Tufts University in Boston. “We showed a significant relationship, but we were also surprised at how strong and consistent the results were.”

Bad news for girls, women

According to the study, drinking cola significantly lowers bone mineral density in the hips—in women, but not in men. Bone mineral density, or BMD, is a proven indicator of bone strength. Low BMD leads to osteoporosis and to millions of expensive, debilitating and even life-threatening hip and other bone fractures each year, according to the National Osteoporosis Foundation.

Several studies have found that girls with low BMD have more fractures than others, in part because drinking cola leaves less room for milk and other bone-building dairy products. But calcium displacement does not explain low BMD in women, the study showed, because women cola drinkers consumed as much calcium as non-cola drinkers. . . .

“There’s just something about cola, and that includes diet colas, too,” Tucker said. “That’s one of the more important results, because many women think that diet colas have no negative effect.” . . .

The bottom line for women? Read the label. [Read more...]

**Background/
implications:**

**Before you
drink that
cola....**

**Read the
label**

The major difference between carbonated cola and non-cola drinks are caffeine, phosphoric acid and cola extract. Caffeine intake is a risk factor for osteoporosis, but it is the phosphoric acid, added to cola for tartness, that is now the targeted suspect, Tucker said.

“Phosphoric acid releases hydrogen in the blood and makes it more acidic,” she said. “We believe that’s related to the body pulling calcium out. Each time you drink cola, there’s a small effect on the bones; but over years, there’s a cumulative effect that results in lower bone mineral density. It starts to show more in middle and old age.”

Bones naturally become less dense and weaker with age, and four times as many women than men today have osteoporosis, though it does affect both.

“That’s why these results are so important,” Tucker said. “We’ve noticed that bone is more sensitive than people realize to all sorts of items in the diet. Research will continue to make clearer the benefits and risks of items in the food we eat.”



2 examples: Making complex communications clear

The “ask”: “Send this out as an email.”

The problem: Perspective is too tech-focused for the non-IT audience

Solution: Grab attention, use a pleasant tone and plain language, answer “what’s in it for me (the reader)” and provide a clear CTA

Revised, final copy:

Risky apps will soon be blocked. What you can do.

IT teams are increasing Merative’s cybersecurity in ways that could affect everyone.

We’re preventing data loss by blocking risky apps. If you’re using web-based apps with a browser log-in or other SaaS that’s not on Merative’s “approved” list, take note: they’ll soon be blocked as part of an upcoming effort to improve our cybersecurity.

Among the higher-risk apps that will be blocked are:

- Cloud storage like Google Drive, iCloud, Dropbox, Box
- Webmail such as Gmail, Yahoo! Mail, and Zoho mail
- Social networks like Facebook. (LinkedIn is on the approved list.)

To ~~see~~ [all approved apps, visit the CIO Monday.com board](#).

Find that your app is blocked?

If you’re using the Microsoft Edge browser, you’ll have a chance to continue using the app for a limited time—so you can request an exception.

If you’re blocked from an app for which you have a business need, [complete an IT service ticket](#) and include your business use-case.

Original version, from the SME:

From CISO

Defender for Cloud Apps Implementation

As part of Merative’s commitment to secure our clients’ most sensitive information, the CISO Team will be expanding the scope of “Defender for Cloud Applications.” The tool provides protection by restricting access to Web Applications and sites that increases the risk of significant data loss.

Defender categorizes and evaluates risk ratings for Web Applications. Recently the CISO team implemented the first phase of high risk categories and applications with minimal impact.

As we continue to roll out Defender for Web Applications there will be an observable impact as we incorporate customer contractual requirements based on categories.

Currently there is a targeted user rollout to meet these customer expectations, such not allowing access to personal email, file sharing sites and social media. During this targeted rollout we have also established and are optimizing the exception process to accommodate access requests to Web applications that have a legitimate business need.

As we transition to the final phases of this implementation the scope will be expanded to include all users and updating the risk profile to include medium risk Web Applications.

Heart Center: Main Brochure (excerpt)

The physicians and staff of the Heart Center* chronicle a long and proud history of successes, successes on which patients and physicians worldwide have learned to rely. For over half a century, we have demonstrated expertise in research and in treatment focused on our main concern: bringing improved quality of life to patients with heart and vascular disease.

Physicians with the Heart Center led our region in performing the first open heart surgery in 1957, were among the first in the U.S. to use drug-eluting stents in 2003, and today manage an active caseload that includes heart transplantation; minimally-invasive cardiac, thoracic and vascular surgery; and other nationally- and internationally-recognized therapies.

....

Every year, for example, tens of thousands of patients from throughout the U.S. and world seek our progressive heart and vascular care.

On average, 20 heart transplant patients annually rely on this expertise.

Every week, 200 patients rely on our cardiac catheterizations to diagnose health conditions.

And every weekday, three patients along with their families place their trust in the Heart Center for open heart surgery. Of these surgery patients, an average of four each week are children. . . .

We focus our energies and expertise on pushing advancements that benefit our patients as well as colleagues in the medical community. This focus attracts the attention of the best clinical staff, which now totals 400 physicians, therapists, nurses, technologists and support staff. Our 60 physicians are board-certified in over 15 medical specialties and sub-specialties, and collaborate regularly with each other as well as with physicians worldwide. . . .

The heart and vascular specialists of the Heart Center of North Carolina are grateful for the opportunity to make significant contributions to our patients, to our professional colleagues, and to the body of knowledge that we have made our main concern for over 50 years. Heart and vascular care for adults and children continues as our focus now, and for the future.

Brochure Insert:

Advanced Interventional Cardiology

“Interventional” cardiology is simply the use of catheters and related technology to repair, cure or otherwise treat obstructions to blood flow to the heart. It could involve medication, an invasive or non-invasive procedure, or a medical device such as a stent.

At the Heart Center, Interventional Cardiologists and other physicians specializing in cardiology, nuclear cardiology, cardiovascular disease, echocardiology and related sub-specialties are at the forefront of research. Therefore, we are able to provide patients the most advanced treatment options in cardiac care. . . .

Advanced cardiac interventions lead to quicker diagnoses, less invasive treatments, more positive outcomes and better quality of life for our patients with heart blockages.

Two common *diagnostic* interventions are the **cardiac catheterization**, also called an **angiogram**, and the **thallium stress test**, in which liquid thallium is injected into the blocked vein and then x-rayed.

In *treating* blockages, the Heart Center ensures our patients have access to a variety of advanced interventions:

Balloon Angioplasty makes use of a catheter and a tiny “balloon” to clear the blockage.

Stents are used for a large number of patients with blockages in the carotid (heart) and peripheral arteries of the arms and legs. **The drug-eluting stent** is the treatment of choice for 70 percent of patients with coronary blockage. Coated on the newest stents, which our physicians use exclusively, is a time-released clot-thinning medication that is so effective that the majority of patients with this therapeutic device avoid bypass surgery. . . .

The Heart Center has long been a leader in researching and adopting the latest technologies and procedures to treat heart disease.

As advancements evolve, we will continue to provide our patients with advanced options for treating heart disease.

*This corporate name is a pseudonym.



AMY M. AVERY, M.A.Ed.

Health/Medical/Pharma Writer & MarCom Strategist

+1 919.639.0248 Amy@AveryWrites.com Charlotte-metro, N.C. USA (ET)

● well-researched ● accurate ● on-time ● within budget ●

Writing Services • B2C, B2Patient • Blogs, articles • Patient education
• B2B, B2Provider • Features • Web pages, collaterals

My talent. My experience. Your results.

As an **award-winning freelance healthcare writer and marketing communications practitioner**, I bring to every project **strong research, a marketing focus, and plain language-health literate copy** to ensure the right messages reach the right audiences in a way they can understand and act on. I support healthcare clients in dozens of US states and multiple countries with **one-time projects and on-going copywriting**.

With **20+ years' experience in healthcare** -- including marcom and patient comms work within health systems for 10 years -- I understand that **completing a project on-time and within budget** is not a luxury; it's a necessity. Planning and research are keys for both the simplest article and the most complex report.

If you need a nationally recognized **healthcare marketer and strong writer** who pledges **dedication** to your projects, **put me on your team**.

To reach your target markets in the healthcare, medical and pharma industries, tap into my 20+ years as an industry insider.

Regional, National Awards & Recognition

- **Judge: Healthcare marcom, writing and leadership Awards**
- **Silver Quills for feature & for editorial writing**, from the **International Association of Business Communicators**
- **Gold Award and Best in Division Award** for writing from a regional communications group
- **Award of Merit** from the **National Health**

Information Awards, in the patient magazine category

- **Gold Aster Award** for magazine series
- National speaker and webinar presenter, **Society for Healthcare Strategy & Market Development**, Chicago
- **National recognition** from the **Public Relations Society of America** for healthcare marketing
- **Published** in custom, trade, business, professional, state and regional publications

Providing targeted copy for internal and external audiences: B2B, B2C, B2Patients, B2Clinicians

Categories:

Hospitals and Healthcare Systems
B2B Healthcare & Medtech orgs
Pharma and Physician Groups
National Insurance Companies
Custom Publishers

Client Examples:

Baylor Health System, Texas
BayCare Health System, Va.
Geisinger Health System, Penn.
The Cleveland Clinic, Fla.
Scripps Health, Calif.
Atlantic Health, N.J.

Publications/Media:

Journal of Healthcare Information Management, national
Pharmaceutical Manufacturing & Packing Sourcer magazine, London
Web patient and donor testimonials
e-Newsletters

Education & Special Interests

Master's level study in marketing and healthcare management
Master of arts degree in education, focusing on adult communication and communication theory
Health literacy and plain language communications
Ethical use of AI; 50-hour foundations course (2026)
Industry courses, workshops, webinars

Professional Involvement

American College of Healthcare Executives
Association of Healthcare Philanthropy
Society for Healthcare Strategy & Market Development (Advisory Board; national speaker)
Center for Health Literacy
International Association of Business Communicators
American Marketing Association

Please call for a customized portfolio, or check out my writing samples online: www.AveryWrites.com.



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Health/Medical/Pharma Writer & MarCom Strategist

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● well-researched ● accurate ● on-time ● within budget ●

Unsolicited comments about my work:

Someone asked who was doing our marcom [marketing communications], and I hesitated to tell him--I don't want you to get too busy and forget me! But I did, and I told him you are a bargain, worth every dime.

-- County Economic Development Director

Excellent. Well written and well researched. A very practical article and a valuable piece for our journal.

-- Reviewer for a national industry publication, for a ghostwritten journal-length article

This is one of the best-written case studies I've ever read. Well done.

-- Marketing V.P., B2B healthcare

Wow! You did such a great job! Thanks for making me sound so amazing. No wonder they hire professional writers for these things! --interview subject for a branding campaign

I just wanted to call to say 'job well done.' You took a complicated topic and made it easy to understand.

--Professional interviewed for a feature

I am glad we have you to support our efforts. We just can't do it all ourselves, and I appreciate your help.

--From a client's boss, for on-going contract work

YES!!! This is what I was envisioning. Excellent job!

--From a client regarding fundraising collateral

The client was very pleased. I can't tell you how happy we are. Thank you for all your hard work!!!!

--From a national agency representative

Amy, these are WONDERFUL stories. You're a great addition to our magazine team. . . . Hope you'll be interested in an assignment for the next issue.

--Corporate Magazine Editor