

Debra L. Gordon, MS
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Since September 2000, I have been an independent writer specializing in health, medicine, and health policy for consumer, medical, or corporate audiences. I am familiar with all FDA guidelines for pharmaceutical and medical device communication and sales training, as well as with all current CME recommendations and policies.

In my other incarnation, I occasionally write about wine, food, and travel.

Services include:

Writing. Abstracts, advisory board coverage and summaries, annual reports, articles, biomedical communication services, books and book proposals, brochures, CME content and needs assessments, press releases, marketing materials, medical meeting coverage, sales training materials (print and interactive), slide kits, speeches, web content, white papers. I also work collaboratively with authors to develop medical journal articles, review articles, and other components.

Editing. Developmental editing, web-based editing, hiring, managing and editing freelancers, project management

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

THEREAPEUTIC AREAS (include but are not limited to)

Allergy, alternative and integrative medicine, Alzheimer's disease, asthma, attention deficit hyperactivity disorder (ADHD), Cardiovascular, central nervous system conditions, COPD, diabetes, healthcare disparities, health literacy, hypogonadism, irritable bowel syndrome (GI), managed care/health policy, medication adherence, nutrition, oncology, pain medicine, reproductive medicine, sleep medicine, urinary conditions, women's health

CURRENT AND PAST CLIENTS INCLUDE:

Alliance for Lupus Research, American Heart Foundation, Ascend Media, ASiM CME, AstraZeneca, Axiom Health, Axis Healthcare, Boehringer Ingelheim, Chatham Medical, Commonwealth Foundation

Communications, Connexion Healthcare, Devos Children's Hospital, DIME CME, Eli Lilly, Intellihealth, International Center for Postgraduate Medical Education (ICPME), Kronos Institute, Managed Care Communications, National Women's Health Resource Center, National Jewish Medical Center, New Jersey Academy of Family Medicine, Pfizer Pharmaceuticals, Primedia, Quigley Pharmaceutical, Reader's Digest Books, Robert Wood Johnson Foundation, Roney and Associates, Tricore Interactive, University of North Texas Continuing Medical Education, University of Pennsylvania's Abramson Cancer Center, Webster Consulting ,Wyeth

EDUCATION

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

UNIVERSITY OF VIRGINIA, Bachelor of Arts, English

Continuing Education courses, Old Dominion University,
Norfolk, VA

- Healthcare Marketing
- Healthcare Finance

PROFESSIONAL AFFILIATIONS

- American Medical Writers Association (AMWA)
- American Academy of Continuing Medical Education (AACME)
- American Society of Journalists and Authors (ASJA)
- Editorial Freelancers Association
- National Association of Science Writers (NASW)

AWARDS

- 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

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, 2003.

The Woman Doctor's Guide to Health and Healing(Oxmoor Press), developed and edited this book, including hiring and supervising all freelancers, writing Table of Contents, etc. 2003.

Bloom's Biocritiques: William Faulkner: (Chelsea Press) 2003

Letter Perfect: How to Use the Power of Words, Phrases and Personal Style to Say it Best in Any Situation, (Prentice Hall) (unpublished given sale of company division)

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 (edited for Rodale Press)

Earlier experience

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. Function as staff writing coach.

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

Feb.1998 to April 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.

Sept. 1997 to Sept. 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.