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# DEBRA GORDON, MS

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GORDON2009/

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From the science to the business to  
the policy of health care. I write so  
you don't have to.

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## SKILLS

Health care is one of the most  
dynamic industries in the world,  
simultaneously exhilarating and  
terrifying.

Communicating the impact and  
effect of the changing healthcare  
environment to businesses, clinicians,  
and consumers requires a unique

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## EXPERIENCE

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### **GORDONSQUARED, INC PRESIDENT**

1999-Present

- Written and ghosted more than a dozen books focused on health care and medicine
- Developed hundreds of professional, consumer, and business articles related to medicine and health care
- Interviewed hundreds of clinicians, researchers, healthcare thought leaders, and patients
- Spoken at more than a dozen healthcare meetings
- Covered numerous major medical conferences in the US and Europe

### **RODALE PRESS Executive Writer/Editor**

1998 - 1999

- Developed, wrote, and edited more than a dozen consumer health and medical books
- Managed and mentored a team of writers
- Contracted and managed several freelancers
- Served as staff writing coach

## EARLIER EXPERIENCE

### **Orange County Register, Santa Ana, Ca.**

Healthcare reporter

### **Kaiser Family Foundation Media Fellow**

One of six journalists awarded one-year fellowship to pursue independent work in the health policy arena.

### **The Virginian-Pilot, Norfolk, VA**

Healthcare reporter

### **Optima Health Plan, Norfolk, VA**



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individual, one with decades of experience in the system, a deep knowledge about the shifting landscape (politically and clinically), and the ability to incorporate your messaging and needs into your communications.

That's where I come in.

Call me when you're looking for an experienced, mature healthcare writer who focuses on your needs and the quality of your project.

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Provider Relations Manager

**Eastern Virginia Medical School Diabetes Foundation**

Associate Development Officer

**City of Chesapeake (VA)**

Public Relations Associate

**City of Suffolk (VA)**

Public Relations Associate

**New Haven Register (CT)**

Reporter

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**EDUCATION**

**University of the Sciences in Philadelphia**

Master of Science in biomedical writing

**University of Virginia**

Bachelor of Arts in English

**Johns Hopkins Bloomberg School of Public Health**

Healthcare Economics

**Old Dominion University, Norfolk, Va.**

Healthcare Marketing

Healthcare Finance

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