
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.

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

EXPERIENCE

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



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.

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

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

