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- **Independent communications consultant working in the legal, medical, and business fields**
- **Demonstrated expertise in well-reasoned, accessible writing**
- **Speaker with a special interest and expertise in explaining complex legal and scientific subjects to diverse audiences**

PROFESSIONAL EXPERIENCE

January 2002 to present -- **Caley-Reidenbach Consulting LLP, Ashland, Ohio and Philomath, Oregon.** Independent writer and consultant specializing in magazine and newsletter articles for the public, instructional materials, and communications consulting.

1994 to 2001 -- **Attorney, partner, Savren and Caley LLP, Cleveland, Ohio.** Practice concentrated in employment discrimination and civil rights. Served as appointed counsel for indigent criminal defendants and indigent parties to abuse, neglect and dependency cases brought by the Lorain County Department of Children's Services. Served as *guardian ad litem* to abused, neglected, and dependent children.

1992 to 1994 -- **Attorney, Legal Aid Society of Lorain County Inc., Elyria, Ohio.** Practice concentrated in landlord-tenant disputes and public housing issues. Worked with several nonprofit organizations engaged in community economic development. Helped local affordable housing organizations acquire and develop abandoned properties that had reverted to the state.

1990 to 1992 -- **Research assistant, Ohio State University College of Law, Columbus, Ohio.** For Prof. Rhonda R. Rivera, researched legal and factual sources concerning sexual orientation law and AIDS law. For Prof. L. Camille Hebert, did all research for several chapters of a book, *Employee Privacy Law*.

EDUCATION

J.D. with honors, 1992, Ohio State University College of Law
John G. Hallen Award for excellence in tort law
West Publishing Academic Achievement Award

B.A. *cum laude*, 1989, Ohio State University, major in psychology
University College Summa Award, Citizen's Council Certificate of Academic Achievement

Bibliography

Business and Legal Publications

- [Caley BA. Predicting investment shock waves: how technological innovations affect risk premiums. Kellogg Insight, February 2012.](#)
- [Caley BA. Hangover after the tax holiday. Kellogg Insight, January 2012.](#)
- [Caley BA. Contractual right to a perpetual license not limited by copyright law. Inside Counsel, November 2011.](#)
- [Caley BA. Patently unfair: large firms use amicus briefs in patent cases to their advantage. Kellogg Insight, October 2011.](#)
- [Caley BA. When memory serves: customers better remember low prices. Kellogg Insight, October 2011.](#)
- [Caley BA. Court says pension plan change didn't violate ADEA or ERISA. Inside Counsel, October 2011.](#)
- [Caley BA. Jumps in the market make for jumpy investors. Kellogg Insight, July 2011.](#)
- [Caley BA. Remaining the market leader: the role of learning-by-doing and organizational forgetting. Kellogg Insight, June 2011.](#)
- [Caley BA. Sifting through stock-based compensation: managers and analysts use the expense for different purposes. Kellogg Insight, May 2011.](#)
- [Caley BA. When to come out swinging: devise the right strategy for negotiations or online auctions. Kellogg Insight, March 2011.](#)
- [Caley BA. Not all VCs are created equally: high-quality venture capitalists can improve financial management and reporting. Kellogg Insight, March 2011.](#)
- [Caley BA. Shareholders vs. management: split decision—shareholders should usually—but not always—control decisions. Kellogg Insight, February 2011.](#)
- [Caley BA. Increasing revenue from online auctions: buyer-seller interactions affect customer value in two-sided markets. Kellogg Insight, January 2011.](#)
- [Caley BA. Big tax breaks beget small investments: why the American Jobs Creation Act lowered taxes but failed to spur domestic investment. Kellogg Insight, October 2010.](#)

- [Caley BA. Successful mediators wanted: no robe required. Kellogg Insight, September 2010.](#)
- [Caley BA. When security analysts talk, who really listens? Kellogg Insight, August 2010.](#)
- [Caley BA. Going, going, wrong: competition and collusion among auction bidders. Kellogg Insight, July 2010.](#)
- [Caley BA. Let your competitor feast on leftovers: creating shortages can be a strategic advantage. Kellogg Insight, June 2010.](#)
- [Caley BA. Suspiciously short: CEOs with stock options may purposely miss earnings targets. Kellogg Insight, September 2009.](#)
- [Caley BA. Beware the Siren's song: maintain self-control by avoiding temptation. Kellogg Insight, August 2009.](#)
- [Caley BA. Counterfeit competition: driving up price and quality. Kellogg Insight, June 2009.](#)
- [Caley BA. People are talking: anticipate product performance through online discussions. Kellogg Insight, May 2009.](#)
- [Caley BA. Reforming credit reform: federal accounting rules downplay the costs of extending credit. Kellogg Insight, March 2009.](#)
- [Caley BA. Golf lessons: Competing with superstars adversely affects performance. Kellogg Insight, January 2009.](#)
- [Caley BA. Don't look now: when it comes to monitoring your investments, putting off until tomorrow what you could do today can pay off. Kellogg Insight, December 2008.](#)
- [Caley BA. Communicating the risks of investments in intellectual property. Kellogg Insight, September 2008.](#)
- [Caley BA. Does malpractice liability keep the doctor away? Kellogg Insight, August 2008.](#)
- [Caley BA. Ingratiating behavior provides alternative path to the boardroom. Kellogg Insight, April 2008.](#)
- [Caley BA. Playing well together: the ability to share information about economic opportunities motivates firms to expand their boundaries. Kellogg Insight, February 2008.](#)

- [Caley BA. Letting go of voting rights may be a good investment strategy. Kellogg Insight, December 2007.](#)
- [Caley BA. Savvy financial analysts adapt to regulation 'fair disclosure.' Kellogg Insight, May 2007.](#)

Medical Writing for the Public

For a bibliography of my writing for clinicians, see www.caleyreidenbach.com

- [Caley BA. Should breast cancer patients make the switch?](#) Online report for CURE: Cancer Updates, Research and Education. 3-13-2009.
- [Caley BA. Understanding metastasis.](#) Online report from 2008 San Antonio Breast Cancer Symposium, on assignment for CURE: Cancer Updates, Research and Education. 12-12-2008.
- [Caley BA. Looking for the optimal treatment schedule for taxanes.](#) Online report from 2008 San Antonio Breast Cancer Symposium, on assignment for CURE: Cancer Updates, Research and Education. 12-12-2008.
- [Caley BA. A winning combination: new data supports Tykerb plus Femara for metastatic breast cancer.](#) Online report from 2008 San Antonio Breast Cancer Symposium, on assignment for CURE: Cancer Updates, Research and Education. 12-12-2008.
- [Caley BA. The jury is in: aromatase inhibitors are more effective than tamoxifen.](#) Online report from 2008 San Antonio Breast Cancer Symposium, on assignment for CURE: Cancer Updates, Research and Education. 12-11-2008.
- [Caley BA. New ways of studying drugs are needed to succeed in developing new agents.](#) Online report from 2008 San Antonio Breast Cancer Symposium, on assignment for CURE: Cancer Updates, Research and Education. 12-9-2008.
- [Caley BA. Oncoplastic breast surgery. CURE: Cancer Updates, Research and Education. 2008;7\(4\):14.](#)
- [Caley BA. Renaissance surgery: using robotic arms, video cameras, and tiny incisions, cancer surgeons are changing what it means to go under the knife. CURE: Cancer Updates, Research and Education. 2008;7\(4\):8-16.](#)

- [Caley, BA. The new sarcoma story: strategies for diagnosing and treating sarcomas shift to a more patient-specific approach. CURE: Cancer Updates, Research and Education. 2007;6\(5\):42-49.](#)
- [Caley BA. Surgeons and robots: minimally invasive technologies transform the landscape of cancer surgery. CURE: Cancer Updates, Research and Education. 2007;6\(4\).](#) Also wrote sidebar: [Less can be more in diagnostic imaging.](#)
- [Caley BA. Bladder cancer: breaking the research barrier. CURE: Cancer Updates, Research and Education. 2006;5\(5\):34-39,44-45.](#)
- [Caley BA. Influential factors. CURE: Cancer Updates, Research and Education. 2006.](#) (Online patient resource guide on staging bladder cancer)
- [Caley BA. In situ breast cancer: is it really cancer? CURE: Cancer Updates, Research and Education. 2006;5\(4\):18-23,28.](#) Also wrote sidebar: [Do women under 50 need mammograms?](#)
- [Caley BA. Taking control: cancer patients deal with fear. CURE: Cancer Updates, Research and Education. 2006;5\(3\):64-68.](#)
- [Caley BA. Picking up momentum for treating renal cell carcinoma. CURE: Cancer Updates, Research and Education. 2006;5\(1\):34-42.](#)
- [Caley BA and Reidenbach F. Making love -- and loving it. In: Family Doctor: Your Essential Guide to Health and Wellbeing. Leawood, KS: American Academy of Family Physicians; 2005:180-181.](#)
- [Caley BA. The future of cancer research: recent discoveries will change the direction of treatment. CURE: Cancer Updates, Research and Education. 2005;4\(4\):48-55.](#)
- [Caley BA. Going against the odds \[living with metastatic cancer\]. CURE: Cancer Updates, Research and Education. 2005;4\(2\):56-58,60.](#) Also wrote two of the three sidebars to this article: [Disrupting metastasis](#); [The future of metastasis treatment.](#)
- [Caley BA and Reidenbach F. Little crises Dr. Mom can cure--sometimes. In: Family Doctor: Your Essential Guide to Health and Wellbeing. Leawood, KS: American Academy of Family Physicians; 2004:174-175.](#)
- [Caley BA. Singling out sarcoma: why everyone should care about this uncommon disease. CURE: Cancer Updates, Research and Education. 2004;3\(2\):56-60, 62-63.](#)

- Caley BA. The future of hemophilia therapy: will it be safer and easier? HemAware. 2003;8(6):50-53.
- Caley BA and Reidenbach F. Growing older with hemophilia: a lifetime of bleeds creates problems. HemAware. 2003;8(4):59-63.
- Caley BA and Reidenbach F. Night splints: an option for treating chronic muscle tightness in people with hemophilia. HemAware. 2003;8(3):53-55.
- Caley BA and Reidenbach F. Expanding options for advanced breast cancer. CURE: Cancer Updates, Research and Education. 2003;2(3):47-53.

Instructional Materials

Authored teaching slides and audio transcripts for Oregon Health and Science University, funded by the Department of Health and Human Services, Office of the National Coordinator for Health Information Technology (June 2011 and December 2011):

- Medical Ethics and Professional Values Overview
- Ethics, Professionalism, and Law
- Contemporary Topics in Medical Ethics
- Ethical Issues in Health Informatics
- Regulating Health Care: Law
- Regulatory Agencies and Professional Associations
- Medicine and Law, Professional Standards, and Medical Malpractice
- Key Processes for the Confidentiality and Safety of the Patient
- The Physician-Patient Relationship

Collaborated with physicians to produce accredited online continuing education activities for Medscape.com:

- A Hard Look at Measuring LDL Cholesterol: Evaluating Strategies to Reduce Cardiovascular Disease (August 2011)
- Addressing Racial and Ethnic Disparities in the Care of Patients with Cardiovascular Disease and Chronic Kidney Disease (August 2011)
- Optimizing Treatment Strategies for Chronic Kidney Disease and Cardiovascular Disease (June 2011)
- Pancreatic Endocrine Tumors: Standard of Care (April 2011)
- Management Approaches for Metastatic Renal Cell Carcinoma (March 2011)