

Faith Reidenbach, CMPP™, CHCP™

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SUMMARY

Award-winning medical writer and editor with more than 25 years of experience. Partner in an independent business for 14 years, specializing in publications, continuing professional education, and professional advocacy.

PROFESSIONAL STRENGTHS

- Thoroughly familiar with drug and medical device development, clinical study design, and medical statistics. Have written about all major therapeutic areas.
- Highly credentialed: Certified by ISMPP, CCHCP, and BELS, and hold certificates from AMWA and STC.
- Collaborator on more than 50 published journal articles and hundreds of other publications and presentations.
- Maintain the highest standards: strictly adhere to ACCME requirements, CONSORT and other reporting guidelines, GPP3, and other ethics guidelines.
- Mastery of the English language. Write logically, clearly, and succinctly. Able to edit on all levels from copy editing to major rewrites.
- Superior project management skills. Routinely manage multiple projects in parallel. Know the best medical writers to recruit and manage for large projects (with client OK). Meticulous attention to detail, deadlines, and document version control and security.
- Thoroughly familiar with PubMed and other online databases, Word, Excel, PowerPoint, Acrobat Pro, EndNote, and AMA, APA, and Chicago styles.
- Strong interpersonal skills. Dedicated to teamwork. Flexible, able to shift gears as needs change. Typically respond to calls and emails within 2 hours. Cheerfully accept direction and feedback. Experienced in representing clients at MLR reviews.

PRINCIPAL PROJECT TYPES

- Peer-reviewed materials — clinical trial reports, review articles, journal supplements
- Congress abstracts and posters
- Educational and marketing materials for clinicians (print, slides, web content)
- Professional advocacy — advisory board materials and reports, monographs, sales rep training, speaker training, white papers

EMPLOYMENT EXPERIENCE

Senior Writer and Principal, Caley-Reidenbach Consulting, LLP March 1993 to January 1998; January 2002 to present

Independent medical writer and editor. International clientele includes pharmaceutical, biotechnology, and medical device companies; medical communication and medical education agencies; medical societies; publishers; universities; and individual authors. Have written about all major therapeutic areas and in all major print and digital media.

Reuters Health Information, Inc. New York, NY, February 1998 to December 2001

Executive Editor of Medical News — September 1999 to December 2001

Directed one of the company's three profit centers, supervising 8 employees and dozens of freelancers, and administering a budget of \$800,000. Was responsible for the accuracy, impartiality, newsworthiness, and timeliness of reports on daily news wires for physicians, the public, and health care business executives.

Edited about 5000 words/day to hourly deadlines. Increased daily production of news reports 25% on average, to about 40 per day. Cut the stringer budget 30% while maintaining the increased production volume. Created and conducted group training for medical reporters, which contributed to the rise in productivity. Led a seamless transition from a single daily Web upload to real-time news distribution.

Medical Editor — February 1999 to September 1999

Edited 15 to 30 medical and health business news reports per day for accuracy, clarity, and freedom from bias, about 7000 words/day. Selected and assigned stories to reporters after reviewing hundreds of journals and press releases each month. Supervised the copy editor.

Medical Reporter — February 1998 to February 1999 (telecommuter)

Wrote news for physicians, health business executives, and the public, about 1500 words/day on deadline. Interviewed physicians and scientists. Filed same-day reports from medical meetings.

Anadem Publishing, Inc. Columbus, Ohio, November 1984 to March 1993

Writer and editor for a small medical and legal publisher. Summarized medical journal articles for "current awareness" digest publications and wrote original copy.

- Created a new digest publication in association with a university-based optometrist
- Co-wrote a monograph on practice management for dentists
- Acquired and developed book manuscripts
- Wrote direct mail ad packages
- Created a PC-based circulation records system
- Hired and supervised the production staff

EDUCATION & CREDENTIALS

2015 — Certified by the Commission for Certification of Healthcare CPD Professionals
2013 — Certificate from the Society for Technical Communication
2011 — Certified by the International Society of Medical Publication Professionals
2010 — Advanced Certificate from the American Medical Writers Association
2003 — Certified by the Board of Editors in the Life Sciences
1996 — Certificate in business group training, ASM International
1983 — BA with honors in English, Ohio State University, Columbus, Ohio

AWARDS & HONORS

2012 — Elected a Fellow of the American Medical Writers Association
2008–2013 — Elected to the AMWA Executive Committee

- Administrator of Education, 2012–2013
- Administrator of Web and Internet Technology, 2010–2011
- Advisor to the AMWA Young Professionals Group, 2010–2011
- Administrator of Publications, Chair of the *AMWA Journal* Editorial Board, 2009–2010
- Member of the Certification Task Force, 2009–2010
- Administrator of Awards, 2008–2009

2003 — AMWA Eric Martin Memorial Award
2003 — Texas Media Award, American Cancer Society
2002 — First listed in the Marquis edition of *Who's Who in America*
1996 — First-place Award for Publication Excellence, scientific newsletter writing
1983 — Named outstanding senior in English at Ohio State Univ. (~500 students eligible)
1983 — Phi Kappa Phi national academic honor society
1983 — Phi Beta Kappa national academic honor society

PROFESSIONAL AFFILIATIONS

- Alliance for Continuing Education in the Health Professions
- American Medical Writers Association
- Board of Editors in the Life Sciences
- National Association of Science Writers

TEACHING

- "Organizing the Biomedical Paper," workshop at the 2012 national conference of the American Medical Writers Association (AMWA) (co-presenter)
- "Be Your Own IT Department," podium presentation at the 2011 national AMWA conference (moderator)
- "How I Expanded My Business in a Recession," podium presentation at the 2009 Pacific Northwest AMWA chapter conference
- "High-Performance Freelancing: Marketing," podium presentation at the 2009 AMWA national conference
- "Internal Marketing for Freelancers," roundtables at the 2008–2011 national AMWA conferences

BIBLIOGRAPHY — AUTHORSHIP CREDIT

Mathew N, Katsarava Z, Tepper SJ, **Reidenbach F**, Porreca F. Medication overuse headache: basic and clinical considerations. *Neurology*. 2013;80(suppl 4):S1-S8.

Tepper SJ, Chen S, **Reidenbach F**, Rapoport AM. Intranasal zolmitriptan for the treatment of acute migraine. *Headache*. 2013;53(suppl 2):62-71.

Reidenbach F. Novel drug delivery device may improve liver cancer outcomes. *Lancet Oncol*. 2002;3(8):450.

Reidenbach F. Chemotherapy safe in pregnancy. *Lancet Oncol*. 2002;3(3):128.

Whitehouse PJ, **Reidenbach F**. Guidelines for early identification of Alzheimer disease. *Alzheimer Dis Assoc Disorder*. 1997;11:61-62.

Reidenbach F. General health care resources: neurology, neuroscience, and neurosurgery. In: Gibbs SR, Sullivan-Fowler M, Rowe NW, eds. *Medical Safari: A Guide to Exploring the Internet and Discovering the Top Health Care Resources*. St. Louis: Mosby Year-Book; 1996.

Reidenbach F. What optometrists should know about attention-deficit hyperactivity disorder. *Pediatr Optom*. 1992;2(2):8.

A complete bibliography of my writing is available at <http://www.caleyreidenbach.com>