

Michael D. Dalzell

<http://www.theWRITETRACKinc.com>

Writing • Editing • Healthcare, B-to-B, and Consumer Communications

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8 REASONS TO PUT ME TO WORK FOR YOU • I AM...

- ... An award-winning journalist with 30+ years' experience in trade, consumer, print, and electronic media
- ... Knowledgeable about biopharmaceuticals, managed care, and healthcare policy and reimbursement
- ... Proficient in breaking down complex subjects for professional and consumer audiences
- ... Service-oriented when collaborating with clients on marketing, communications, and public relations projects
- ... Creative and a versatile writer, able to evoke a smile, a tear, or a "Yeah!" with a clever turn of phrase
- ... A skilled content editor who relates topics to target audiences and who sees "what's not there"
- ... Picky about the details when copy editing, researching, interviewing, proofreading, and adhering to style
- ... Familiar with magazine production, custom publications, desktop publishing, online media, and blogging

PROFESSIONAL EXPERIENCE

May 2010–present: Independent Writer, Editor, and Journalist, The Write Track, Inc.

Versatile freelancer and president of own communications company based in Lambertville, N.J.

Write journal and feature articles for publications, on the web, and for clients. Draft nonbranded educational presentations, training materials, issue briefs, white papers, and publication content for med/pharma companies, communications agencies, and legal clients. Compose promotional and nonpromotional marketing and PR materials (PowerPoints, brochures, ad board reports, web content, news releases). Edit manuscripts and books for content and tone. Copy edit and proofread materials for grammar and style. Strong project management experience. Willing to travel on assignment.

Continuing projects, assignments, and clients:

- Senior Contributing Editor, *Managed Care* magazine, writing feature articles and a Value-Based Care column
- Write nonbranded educational materials on healthcare policy/financing for agencies and clients (example)
- Write managed care-focused "value proposition" and other branded materials for pharma clients
- Write series of case studies on shared value creation and sustainable business for European company
- Edit blogs and B-to-B content for education law expert and pharma market access consultant

Recently completed writing assignments:

- Managed Care magazine articles on benefit design, bundled payments, & the future of MIPS
- White paper on the role of patient-assistance programs in addressing financial toxicity
- Guide to clinical pathway development for hospitals and health systems and clinical leaders
- Training programs for pharma field reps on care transitions and the Quality Payment Program
- Value proposition decks on vaccines and their role in quality improvement and cost-effectiveness
- *American Journal of Managed Care* supplement article on oncology drug "value calculators"

I have freelanced articles on travel, health, spirituality, and "how-to" for the *Washington Post*, *Philadelphia Daily News*, *Philadelphia Inquirer*, *Providence Journal*, *Examiner.com*, Demand Media websites, iCNN, and trade magazines. 100+ PubMed citations on medical, health policy, and managed care. Member, American Medical Writers Association.

1997–2010: MediMedia USA, Yardley, Pa.

Rich variety of experiences; promoted four times at medical publisher and communications agency.

Director of Strategic Communications, MediMedia Managed Markets (now ICON) (2008–2010)

Oversaw content development for pharma/managed care clients at busy medical communications agency. Worked with clients across account teams to conceptualize such projects as product monographs, issue briefs, KOL and promotional slide decks, visual aids, and training programs. Supervised 6 in-house staff editors, 20 freelance writers, and creative design team; mentored my staff as volume of work grew and as nature of work evolved. Coordinated multiple projects to meet constant deadlines. Trained in compliance procedures to stay up to date with medical, legal, and regulatory requirements. Managed budgets carefully, changing workflow procedures to make the most of freelance dollars.

Editor, Biotechnology Healthcare magazine (2004–2010)

Established editorial direction for 35,000-circ. hybrid magazine/journal covering health economics, clinical outcomes, benefit design, and health policy issues associated with high-tech therapies and diagnostics. Worked with publisher to launch and quickly established a leadership position in this niche. Collaborated with editorial advisory board to develop content relevant to readers. Achieved indexing by CINAHL and IPA in two years and PubMed Central in five years.

Editor, Custom Publications, MediMedia Managed Care (2003–2010)

Produced client-sponsored publications, including supplements to three health care journals, print and electronic newsletters, benefits-management periodicals, and a pharmaco-economic digest. Edited work of authors, worked with peer- and CE content reviewers to ensure quality, and built working relationships with clients that sponsored customized publications. Collaborated with publisher to develop prototype publications and to identify new markets.

Managing Editor, Managed Care magazine (2000–2003); Senior Editor, Managed Care magazine (1997–2000)

Managed day-to-day editorial operations of monthly business magazine for physicians and HMO executives. Developed and assigned feature article topics, edited feature articles, and managed departments and columnists. Wrote in-depth cover stories. Job required self-direction; journalistic expertise; strong writing, editing, research, interviewing, proofreading, and graphic design (Quark Xpress) skills, and the ability to master specialized topics and judge appropriateness for readers.

1992–1997: Albert Einstein Healthcare Network, Philadelphia, Pa.

Business-to-business marketing and media/public relations at five-hospital system.

Communications Manager, Belmont Center for Comprehensive Treatment (1995–1997)

Developed B-to-B communications to support hospital's marketing objectives. Conceptualized, wrote, and edited program brochures, fact sheets, newsletter, and direct mail for managed care companies and referring clinicians. Wrote speeches and op-ed articles for executives. Manned trade show booths and planned conferences and special events.

Public Relations Associate, Corporate Marketing and Communications (1992–1995)

Handled media relations and internal/external communications for several hospitals in Einstein system. Edited a quarterly glossy consumer health magazine and wrote a bimonthly health newsletter for older adults. Wrote health/medical feature articles for placement in local newspapers. Media relations responsibilities included developing story ideas for medical print/TV reporters, planning news conferences, and tending to crisis communications.

1984–1992: Broadcast Journalist (7 radio stations)

Morning-drive news/talk host, WILM-AM, Wilmington, Del. (1987–1992)

Hosted live news-and-interview program at all-news radio station, requiring that I stay current and think on my feet. Off air, wrote news and features and edited copy against constant deadlines of all-news radio. Specialized in science/health/environment beats, necessitating frequent source contact and enterprise to break stories. Awarded "Best Public Service" by Society of Professional Journalists for 1992 series on local effects of federal environmental policy.

Previous broadcast experience (1984–1992)

Delaware-based stringer, CBS Radio News (1987–1992)

Newscaster/writer, WOGL-FM (Oldies 98), Philadelphia, Pa. (1989–1992, part time)

Sportscaster/writer, WIP-AM, Philadelphia, Pa. (1988–1989, part time)

Newscaster/writer, WWDB-FM, Philadelphia, Pa. (1987, part time)

News anchor/reporter/writer, "Famous 56" WFIL-AM/WUSL-FM (Power 99), Philadelphia, Pa. (1986–1987, full time)

Director of News and Public Affairs, "Z-104" WZYQ-FM (Z-104), Frederick, Md. (1984–1986, full time)

RELATED COMMUNITY VOLUNTEER EXPERIENCE

Communications Committee chair, Unitarian Universalist Church at Washington Crossing, Titusville, N.J. (2008–2012). Led a team of volunteers to develop website and social media strategies. Launched branding campaign and created corporate identity for communications materials. ***Secretary, Board of Trustees*** (2013–2017).

EDUCATION

San Francisco State University, San Francisco, Calif.; Bachelor of Arts (1984)

Bachelor of Arts: Broadcast Communication, emphasis in journalism. Student teacher of radio journalism. News Director, campus radio station KSFS-FM (1983–1984). News internship at KIOI-FM, San Francisco (1984).

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