

DOUG SEUBERT

HEALTH COMMUNICATIONS CONSULTANT

PO Box 56, Marshfield, WI 54449 | (715) 383-0897 | doug@healthcommunications.org

Page 1 of 4

PERSONAL STATEMENT

Access to understandable health information is essential to empowering patients and consumers to take an active role in their health and health care. As a health communications consultant I have collaborated with teams of physicians, pharmacists and other health care professionals to develop evidence-based clinical practice guidelines and corresponding patient education resources, providing guidance in the application and implementation of health literacy recommendations, principles and standards. I also collaborate with state and local literacy organizations, health care organizations, public health agencies and non-profit, community-based organizations to raise awareness of health literacy among health care professionals and other service providers, and to provide training in effective health communication strategies. I have presented on health literacy, patient activation, and health communications at national and regional conferences including the Wisconsin Health Literacy Summit, the Institute for Healthcare Advancement (IHA) Annual Health Literacy Conference, and national forums hosted by the Agency for Healthcare Research and Quality (AHRQ) and the Institute for Healthcare Improvement (IHI). As a member of the Institute for Clinical and Translational Research, the Institute for Wisconsin's Health, and the Wisconsin Public Health Practice-Based Research Network, I participate in research in the fields of health literacy and health communications, translating evidence-based recommendations into best practices and tools to improve communication between health care professionals and health care consumers.

PRESENTATIONS

<i>Keynote - From Understanding to Action: An Overview of the Connection between Health Literacy, Patient Engagement, and Adherence</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Engaging Strategies: Improving Adherence through Activation</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Panel Discussion: Medication Adherence, Tele-Health Coaching for Wellness, Adherence Strategies for Case Management of Patients with CHF</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Improving Health Care Material Readability</i> Pfizer Visiting Professorship, Cardinal Stritch University, Milwaukee, WI	May 24, 2011
<i>15 Ways to Influence Health Care Policy and Advance the Health Literacy Agenda</i> Wisconsin Literacy, 2011 Health Literacy Summit, Madison, WI	April 13, 2011
<i>Clear Communication: Helping Your Patient's Caregivers to Understand</i> Grand Rounds: Children's Hospital of Wisconsin, Milwaukee, WI	August 27, 2010
<i>Collaborative Partnerships between Healthcare Organizations and Literacy Councils</i> 4th Wisconsin Health Information Outreach Summit, Wausau, WI	August 11, 2010
<i>Impact Case Studies in Health Literacy and Patient Activation</i> Krames Patient Education, Webinar	July 29, 2010
<i>Readability and Design</i> Wisconsin Literacy/Northern Wisconsin Area Health Education Center, Northeast Wisconsin Health Literacy Conference, Green Bay, WI	May 18, 2010
<i>Improving Readability with Appropriate Design: 7 Critical Elements</i> Institute for Healthcare Advancement, Ninth Annual Health Literacy Conference, Irvine, CA	May 7-8, 2010
<i>Health Literacy & Patient Activation: Strategies to Improve Communication & Empower Patients</i> Grand Rounds: Marshfield Clinic – Merrill Center, Merrill, WI	April 9, 2010
<i>Health Literacy and Older Adults</i> Marshfield Clinic, Practical Strategies in the Management of the Geriatric Patient, Wausau, WI	March 12, 2010
<i>Impact Case Studies in Health Literacy and Patient Activation</i> Institute for Healthcare Improvement, 21st Annual National Forum, Orlando, FL	December 8, 2009
<i>"Questions Are the Answer" to Improving Health Literacy and Patient Activation (poster)</i> Institute for Healthcare Improvement, 21st Annual National Forum, Orlando, FL	December 7-9, 2009
<i>Health Literacy & Patient Activation: Strategies to Improve Communication & Empower Patients</i> Grand Rounds: Marshfield Clinic, Marshfield, WI	October 23, 2009

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Page 2 of 4

PRESENTATIONS (continued)

<i>"Questions Are the Answer" to Improving Health Literacy and Patient Safety</i> (poster) Wisconsin Quality and Safety Forum, Wisconsin Dells, WI	October 19-20, 2009
<i>Using Readability Formulas for Evaluation and Training</i> Institute for Healthcare Advancement, Eighth Annual Health Literacy Conference, Irvine, CA	May 8, 2009
<i>Improving Readability by Design</i> Wisconsin Literacy, 2009 Health Literacy Summit, Madison, WI	April 1, 2009
<i>The Connection between Health Literacy and Patient Activation</i> Wisconsin Literacy, 2009 Health Literacy Summit, Madison, WI	April 1, 2009
<i>Hands-On Health Literacy—"Questions Are the Answer"</i> Agency for Healthcare Research and Quality (AHRQ), 2008 Annual Conference: Promoting Quality — Partnering for Change, Washington, D.C.	September 9, 2008
<i>Practitioners' Panel Discussion</i> Wisconsin Literacy, 2007 Health Literacy Summit, Wisconsin Dells, WI	June 21, 2007

RESEARCH

<i>PROMISE (Promoting Research on Methods In Screening Expertise)</i> Research Assistant, Walden University	March – December, 2013
<i>The Role of Pharmacist Evaluation in Activation of Adult Asthma Patients</i> Co-Investigator, Institute for Clinical and Translational Research	May 2009 – June 2010
<i>Critical Keys: Improving Health Literacy Communication</i> Principle Investigator, Marshfield Clinic, Verizon Education Grant	July 2009 – June 2010
<i>"Parent Satisfaction" in Pediatric Resident Continuity Clinic</i> Technology Assistant, Marshfield Clinic, Resident Research and Education	September 2006 – November 2007
<i>Primary Prevention Pilot</i> Principle Investigator, Marshfield Clinic, Special Projects Fund	October 2006 – September 2007

PROJECTS

<i>Public Health and Community Education</i> Blog (http://dougseubert.wordpress.com)	2012—Present
<i>Health Literacy Curriculum for Adult Basic Education and English Language Learners</i> Literacy Council of Wood County, Mid-State Technical College, Ministry Health Care	2009
<i>Health Literacy Toolkit for Health Care Providers</i> Marshfield Clinic	2007
<i>"Quality in Healthcare" Public Reporting Website</i> Marshfield Clinic	2006

PUBLICATIONS, ARTICLES & CONTRIBUTIONS

<i>Meaningful Use Requirements for Patient Education</i> (Whitepaper) Krames Patient Education/FierceHealthcare	July 2011
<i>Report to Congress: "Aligning Incentives in Medicare"</i> Medicare Payment Advisory Commission (MedPAC)	June 2010
<i>Taking Patient Education to a New Level</i> (Whitepaper) Krames Patient Education/FierceHealthcare	March 2010
<i>For Easy-to-Read Handouts, Take Layout into Account</i> Health Care Benchmarks and Quality Improvement	October 2009
<i>"Questions Are the Answer" to Improving Health Literacy and Patient Activation</i> Marshfield Clinic	October 2009
<i>Impact Case Studies and Knowledge Transfer Case Studies: "Questions Are the Answer"</i> Agency for Healthcare Research and Quality (AHRQ)	September 2009

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Page 3 of 4

PUBLICATIONS, ARTICLES & CONTRIBUTIONS (continued)

<i>15 Resources Explain Best Design Practice</i> Hospital Peer Review	September 2009
<i>It Takes Two! Make Written Material Easy to Read and Understandable</i> Patient Education Management	December 2008
<i>Resources for Producing Clear Language Documents</i> Patient Education Management	December 2008
<i>A tale of Two Handouts: Applying Health Literacy Recommendations to Improve Readability of Printed Patient Education Materials</i> Marshfield Clinic	June 2007

PEER REVIEW EXPERIENCE

Peer Reviewer, Abstracts for 2013 Annual Meeting American Public Health Association (APHA)	2013
Peer Reviewer, Articles for <i>Health Affairs</i> (Health policy journal publishing original, peer-reviewed research and commentary)	2012

AWARDS

<i>Research Mentor, Certificate of Appreciation</i> Marshfield Clinic, Resident Research and Education	June 2010
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MEMBERSHIPS

<i>Member, American Public Health Association (APHA)</i>	2012—Present
<i>Member, Wisconsin Public Health Association (WPHA)</i>	2012—Present
<i>Member, Institute for Wisconsin's Health/Wisconsin Public Health Practice-Based Research Network</i>	2012—Present
<i>Member, American Academy on Communication in Healthcare</i>	2010—Present
<i>Member, Institute for Clinical and Translational Research (ICTR)</i>	2009—Present
<i>Member, Health Literacy and Education Focus Area Strategic Team, Healthiest Wisconsin 2020, Wisconsin Department of Health and Human Services</i>	2009—Present
<i>Member, Consumer Workgroup, Wisconsin Collaboration for Healthcare Quality (WCHQ)</i>	2008—Present

EDUCATION

<i>Master of Public Health (MPH)</i> <i>Master of Science in Management and Organizational Behavior (MSMOB)</i> Concentration: Health Education, Health Communication, Leadership, Organization Management and Development Benedictine University, Lisle, IL	May, 2017 (expected)
<i>Graduate Certificate: Health Risk and Crisis Communication</i> Concentration: Health Communication, Health Literacy, Geriatric Health Chapman University, Orange, CA	December, 2010
<i>B.A. English</i> Concentration: Composition, Rhetoric and Applied Writing University of Wisconsin, Milwaukee, WI	1993

RELATED PROFESSIONAL DEVELOPMENT

Health Literacy and Public Health (Public Health Training Center), computer based training for credit.
Plain Language Online Training (National Institutes of Health), computer based training for credit.
Addressing Health Literacy, Cultural Competency, and Limited English Proficiency (Health Resources and Services Administration), computer based training for credit.
Bringing Health to Life: Health Literacy (Alabama Medicaid Agency), computer based training for credit.
Assessing Health Literacy in Clinical Practice (Medscape Continuing Education), computer based training for credit.

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Page 4 of 4

RELATED EXPERIENCE

Health Communications Consultant
Advantage Consulting Services

2010 – Present

Provide training and support to health care organizations and health professionals, specializing in health communications, health literacy, health marketing, and health risk and crisis communication.

Health Communications Specialist
Marshfield Clinic

2005 – 2010

Worked with teams of physicians, pharmacists, clinical nurse specialists, and other health care professions to develop clinical practice guidelines with corresponding clinical practice tools, computer based trainings and patient education materials; participated in quality improvement initiatives including the Centers for Medicare and Medicaid (CMS) Physician Group Practice (PGP) Demonstration, and projects through the Institute for Clinical Systems Improvement (ICSI) and the Wisconsin Collaboration for Healthcare Quality (WCHQ); provided support, training, and expertise in health communications, health literacy recommendations and readability guidelines, patient activation, and the development of patient-centered communications.

Consultant
Advantage Consulting Services

2001-2005

Provided support to non-profit, faith-based, and community organizations, specializing in grant writing and research, sustainability planning, strategic planning, board of directors development and training, public relations and marketing, and program development and evaluations.

AmeriCorps Volunteer

South Chicago Neighborhood Housing Collaboration, South Chicago United for Nonviolence (SUN), and Save Our Neighborhood Community Organization

1999-2001

Served as program director of Project REACH, a grant-funded life skills training and substance abuse prevention program. Worked as a community organizer, educator, and youth services coordinator.

REFERENCES

Michael Villaire, Chief Operating Officer, Institute for Healthcare Advancement	(562) 690-4001, ext. 202
Paul Smith, MD, University of Wisconsin, Department of Family Medicine, Director, Wisconsin Research and Education Network	(608) 265-4477
Jan Kraus, Manager, Dr. Joseph F. Smith Medical Library, Aspirus Wausau Hospital	(715) 847-2184
Richard A. Dart, MD, Marshfield Clinic Research Foundation	(800) 782-8581
Paula K. Holland, Marshfield Clinic, Communications Center	(800) 782-8581
Marybeth Dickinson, Marshfield Clinic, Clinical Nurse Specialist	(800) 782-8581
Tonja Larson, PharmD, Marshfield Clinic, Clinical Pharmacy Services	(800) 782-8581