

Faith Reidenbach, ELS

3000 Applegate Street
Philomath, Oregon 97370
(541) 929-7435 voice and fax
Faith@caleyreidenbach.com
<http://www.caleyreidenbach.com>

PROFESSIONAL STRENGTHS

- Multi-award-winning writer who consistently delivers copy that needs minimal revision.
- Advanced certificate from the American Medical Writers Association. Certified by the Board of Editing in the Life Sciences.
- Maintain the highest ethical standards in developing journal articles and educational materials. Know and follow the latest guidelines.
- Over 25 years of experience in writing for clinicians about drugs, devices, and diseases. Have worked in all office-based medical specialties. Collaborator on nearly 50 journal papers and a wide range of other publications, reports, and slide presentations.
- Can be trusted to work independently. Know how to find source material that is relevant to the project, analyze what is important to the target audience, and communicate it accurately and at an appropriate level. Thorough understanding of drug development and the conduct of clinical trials.
- In business as an independent writer since 2002.
- Collaborate well with clinicians and project teams on deadline. Good sense of humor; able to take direction and critique. Available to travel, participate in teleconferences, and work onsite. Proficient with Microsoft Office Suite.

FAVORITE THERAPEUTIC AREAS

I keep up with these areas by reading medical journals and online news services:

- Cardiology
- Neurology
- Psychiatry
- Respiratory disease
- Rheumatology
- Women's health

PRINCIPAL PROJECT TYPES

- Peer-reviewed materials — primary reports, review articles, journal supplements
- Promotional education for clinicians — newsletters, slide sets, trade journal articles
- Congress materials (abstracts and posters), proceedings, news reports from congresses
- Professional advocacy & corporate training — advisory board and roundtable reports, backgrounders, monographs, sales rep training, speaker training, white papers

WORK EXPERIENCE

Caley-Reidenbach Consulting, LLP
March 1993 to January 1998; January 2002 to present

Independent medical writer and editor. Special interest and expertise in cardiology, neurology, psychiatry, respiratory disease, rheumatology, and women's health. Subscribe to *JAMA*, *NEJM*, and medical news services to keep up with those fields. Also have extensive experience in dentistry, dermatology, endocrinology, gastroenterology, hepatology, geriatrics, hematology, infectious disease, nursing, oncology, ophthalmology, optometry, and urology.

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

Executive Editor of News for Physicians – September 1999 to December 2001

Directed one of the company's three profit centers, supervising 8 employees and dozens of freelancers. Was responsible for the accuracy, impartiality, newsworthiness, and timeliness of reports on a daily news wire for primary care physicians and on dozens of specialty wires (for cardiologists, oncologists, etc.).

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 appropriate slant, 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

AWARDS & HONORS

- 2009 — Chair of the *AMWA Journal* Editorial Board
- 2008 — First appointed to the Executive Committee, American Medical Writers Association
- 2003 — American Medical Writers Association Eric Martin Memorial Award
- 2003 — American Cancer Society Texas Media Award
- 2002 — First listed in the Marquis edition of *Who's Who in America*
- 1996 — First-place Award for Publication Excellence for scientific newsletter writing
- 1983 — Phi Beta Kappa national academic honor society
- 1983 — Phi Kappa Phi national academic honor society
- 1983 — Named outstanding senior in English at Ohio State Univ. (500 students eligible)

PROFESSIONAL AFFILIATIONS

- American Medical Writers Association (Executive Committee, 2008 to present)
- Board of Editors in the Life Sciences
- International Society of Medical Publication Professionals
- National Association of Science Writers

EDUCATION & CREDENTIALS

- 2010 — Advanced Certificate from the American Medical Writers Association
Coursework:
 - Advanced Data Presentation: Tables, Graphs, and Charts
 - Advanced Writing
 - Audience Analysis for Healthcare Communication
 - Critical Appraisal of Biomedical Research Articles
 - Improving Comprehension: Theories and Research Findings
 - Interventional and Observational Research Design
 - Macroediting
 - Microediting
 - Reporting Randomized Trials in Science Journals
 - Understanding Sample Size and Study Power
- 2003 — Certified by the Board of Editors in the Life Sciences
- 1996 — Certified as a business group trainer, ASM International
- 1983 — BA *cum laude* in English, Ohio State University, Columbus, Ohio

BIBLIOGRAPHY

Please see "Therapeutic Areas" at <http://www.caleyreidenbach.com>.