
KATHLEEN A. MACNAUGHTON

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Freelance writer & editor specializing in

Health Education ♦ Pharmaceutical Branding ♦ Online Content Development

for the Pharmaceutical and Healthcare industries

A highly responsible, self-starting, prolific, and proficient writer and editor, whose accomplishments reflect strong motivation, exceptional writing and editing ability, and outstanding creative talent.

Summary of Qualifications

- 27-year track record as a healthcare professional
- Excellent writing ability
- Strong research skills, with knowledge in health care, home care, chronic illness, and more
- Meticulous, detail-oriented editor
- Expert in readability principles, i.e., writing/editing for consumers at a sixth- to eighth-grade level
- Successfully and aggressively completes task-oriented goals
- Tenacious and flexible in high-pressure situations
- Highly adept at managing multiple priorities
- Tactful team player with excellent people skills
- Innovative approach to program and concept development and planning

Technical Skills & Expertise

- ✓ MS Word expert
- ✓ MS PowerPoint expert
- ✓ HomeSite web design editor
- ✓ Adobe Acrobat
- ✓ FTP, HTML, some JavaScript
- ✓ Internet research
- ✓ Web content development
- ✓ Windows 95/98/XP

Career Highlights

- Designed, led development, and wrote innovative consumer health education programs, based on behavior change theory, for pharmaceutical clients. These programs were both Web- and print-based.
- Wrote and edited content for employer's comprehensive, licensed online medical encyclopedia product.
- Created user manuals for a health care software company, including beginner guide, user reference manual, and release notes.
- Wrote, edited, and maintained dozens of operations policies and procedures, personnel policies, standards of conduct, and patient education materials which facilitated continuous renewal of accreditation and licensing credentials for home health care employer over 13-year period.
- Created, contributed to, and edited several different employee-focused publications over a fifteen year period.
- Designed and re-designed a number of web sites as an independent consultant.
- Provided web-based help desk support for clinical software vendor.
- Coordinated implementation of an automated medical record, including purchase criteria, integration with existing software, customization of clinical database tables, design and delivery of multiple level training programs, and technical support for over 100 people.
- Conceptualized and instituted unique, state-of-the-art mental health home care program which continues to be a model for similar programs today.
- Founded a successful statewide network of thirteen home care organizations to deliver flu prevention services, which reached more than 20,000 clients in first year.
- Designed more than a dozen progressive clinical programs, which resulted in sustained competitive advantage for employer.
- In less than five years, progressed from temporary staff position to executive management, with accountability for 25 managers and 75 staff.
- Part of a management team responsible for growth in ten years from \$2 million organization to \$12 million regional leader.
- Published in *Health Care Informatics*, *Homehealth Care Consultant*, *Nursing Spectrum*, and *Home Health Administration*.

Career Progression

KMAC CONSULTANTS*President/Owner*

Oct 2002 to Present

HEALTHANSWERS, INC.*Health Care Editor/Writer*

Feb 2001 to Dec 2002

THORNBERRY, LTD.*Clinical Systems Specialist*

Mar 1999 through Jan 2001

SCS WEB DESIGN*Owner/Designer*

1999 to Present

MOORESTOWN VISITING NURSE ASSOCIATION, INC.*Software Training Consultant*

Jan 1999 to Mar 1999

Vice President/COO

Jun 1987 through Dec 1998

Nursing Team Leader

Jan 1985 through May 1987

Staff Nurse

May 1982 through Dec 1984

VISITING NURSE ASSOCIATION OF SOUTHERN NJ*Nursing Supervisor*

1977 to 1981

*Staff Nurse/Child Abuse Coordinator***OUR LADY OF LOURDES HOSPITAL***Staff Nurse (Medical-Surgical Unit)*

1976 TO 1977

Education and Training

VILLANOVA UNIVERSITY*Completed 22 credits toward MS in Nursing Administration*

1986-1989

SYRACUSE UNIVERSITY*BS in Nursing*

1972-1976

MEDICAL-LEGAL NURSING INSTITUTE*Certified Legal Nurse Consultant*

1999

References, writing, and design samples available upon request.