

LAURA DUGAN

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PROFESSIONAL EXPERIENCE

1/08 – present Iowa Foundation for Medical Care Elkridge, MD
Senior Marketing/Communications Specialist

▪ Major role within company is centered on updating and marketing the Medicare Quality Improvement Community (MedQIC) website, developing and updating the Quality MDC website, and providing communications support on other contracts, as needed. Responsibilities include:

- Posting, approving, and publishing content on websites using content management systems.
- Writing and editing content for various websites.
- Providing technical support on content management systems to content editors in various states.
- Providing customer support to website users when they encounter content-related issues.
- Writing and designing monthly e-newsletter.
- Providing input into marketing/communications efforts such as site re-design, brochure design, and conferences.
- Incorporating contractual requirements into websites to ensure they reflect current government needs.
- Ensuring all content complies with 508 standards.
- Coordinating and leading effort in site migration based on contractual requirements.
- Creating user guides and manuals for internal and external use.
- Coordinating efforts with development, information architecture, and project leads for new site development.
- Providing input into site design, framework, logos, content, and functionality for new site development.

4/07 – 1/08 TMF Health Quality Institute Austin, TX
Communications Specialist

▪ Quality Improvement Organization for Texas. Major role within company was dependent upon sitting on home health, physician office, and nursing home workgroups, for the state of Texas. Responsibilities included:

- Writing copy for and editing final drafts of newsletters.
- Attending events off-site to promote the company.
- Writing, revising, and/or editing copy for all materials produced by the company for internal and external use.
- Acquiring copyright permission for various publications.
- Attending educational teleconferences and in-person learning sessions to further knowledge base of workgroups.
- Providing writing support for business development activities.
- Writing, revising, and editing website content.

- Providing support, as needed, to hospital and beneficiary protection workgroups.
- Continuing to provide support, as needed, to the home health Quality Improvement Organization support center (HHQIOSC) as a member of Technical Expert Panel.

3/05 – 3/07 Quality Insights of Pennsylvania Harrisburg, PA
Communications Specialist

- Quality Improvement Organization for Pennsylvania. Major role within the company was dependent upon sitting on home health workgroup, both for Pennsylvania and for national home health contract. Responsibilities included:
 - Writing articles for and editing final drafts of five quarterly newsletters.
 - Designing newsletters on an as-needed basis.
 - Attending events off-site to promote the company.
 - Brainstorming ideas, writing copy, and attending taping for commercials.
 - Writing, revising, and editing website content on both a textual and graphic basis. Website administrator.
 - Writing, revising, and/or editing copy for all materials produced by the company for internal and external use, both state and nationwide.
 - Acquiring copyright permission for various publications. Copyright permission lead for home health Quality Improvement Organization support center.
 - Editing audio files of teleconferences for posting to the Internet.
 - Revising, posting, and editing materials for the HHQIOSC on MedQIC. MedQIC Team Lead for the HHQIOSC.
 - Attending educational teleconferences and in-person learning sessions to further knowledge base of workgroups.
 - Assisting other workgroups (nursing home, hospital, physician office and review services) on an as-needed basis.

6/01 – 3/05 Capitol College Laurel, MD
Admissions Representative

- Held positions in both the undergraduate office and the graduate office as an admissions representative. Responsibilities included:
 - Processing applications, transcripts, and making admissions decisions.
 - Resolving student problems and concerns regarding the admissions process, problems with professors, and difficulties with other offices.
 - Advising on coursework and degree choice including doing evaluations for transfer credits. Undergraduate transfer coordinator.
 - Developing marketing materials, advertisements, and html e-mails.
 - Participating in re-branding efforts, including developing a new tagline for the college: “Educate. Innovate. Inspire.”

- 9/02 – 5/03 The Washington Post Washington, DC
Programmer/Newsroom IT Operations
- Major role was to provide technological assistance to reporters. Responsibilities included:
 - Responding to phone inquiries from reporters on site and in other offices in need of assistance with software programs, the Internet, and digital equipment such as PDAs.
 - Assisting in any research activities as requested by reporters.
 - Additionally completed and passed the headline and editing portion of the Post's copyediting exam.

EDUCATION

- 7/03 – 5/05 Towson University Towson, MD
Master of Science in Professional Writing
- Concentration in journalism
- 9/99 – 5/03 Capitol College Laurel, MD
Bachelor of Science in Software and Internet Applications
- Concentration in management

PUBLICATIONS

Home Health Care Management & Practice
 Vol. 20, Num. 2, February 2008

- Co-author of "Patient Emergency Planning & Triage: The ACH Reduction Connection," success story author for four additional articles, and editor of "Communicating With Physicians: How Agencies Can Be Heard."

Harrisburg Patriot-News
 March 23, 2006

- Published an article, "Here's a fict-actual account of a real cool woman" in the "On My Mind" section of the Editorial page.

105.7 The X
 December 2005 – March 2006

- As "The People's Correspondent," official blogger for the morning radio show with Nipsey, Earl, and Jen Shade at 105.7 The X (Camp Hill, PA).

Harrisburg Patriot-News
 October 27, 2005

- Published an article, "Here's my list of backup careers" in the "On My Mind" section of the Editorial page. Article was read on the air on 105.7 The X in Harrisburg, PA.

Harrisburg Patriot-News
 July 21, 2005

- Published an article, "So what do you talk about over the Internet? Stuff." in the "On My Mind" section of the Editorial page.

Harrisburg Patriot-News
February 10, 2005

- Published an article, "If I were like Dave Barry, I'd finally get to..." in the "On My Mind" section of the Editorial page.

Harrisburg Patriot-News
September 30, 2004

- Published an article, "Confessions of a Movie Addict," in the "On My Mind" section of the Editorial page.

AWARDS RECEIVED

Iowa Foundation for Medical Care

- Received three SAM (Sure Am Motivated!) Spirit Awards. SAM Awards are given from one employee to another for "celebrating the qualities of teamwork, communication, accountability, fun, and customer service."

Capitol College

- Avrum Gudelsky Scholar (2002 – 2003)
- Marilyn and Seymour Levenson Award Winner in recognition for excellence in the humanities and social sciences (May 17, 2003)

RESEARCH/SCHOLARLY ACTIVITY

Mid-Atlantic Popular and American Culture Association
6/2008

- Abstract was accepted for presentation at the regional conference in Niagara Falls, Canada. Presented paper titled "From Fantasy to Reality: A Disney Princess Grows Up" focusing on gender roles in the movie *Enchanted*.

Towson University
8/2004 – 5/2005

- Thesis studies included transforming 96-page screenplay into a full-length novel. Thesis defense successfully passed on May 10, 2005. First draft of novel is complete. Currently revising for possible publication.

Mid-Atlantic Popular and American Culture Association
11/6/2004

- Abstract was accepted for presentation at the regional conference in Buffalo, NY. Delivered paper titled "*The West Wing: An Analysis of Presidential Censure*."

TECHNICAL AND SPECIALIZED SKILLS

- Specialized skills include editing to government standards or corporate style guide standards, 508 compliance in Adobe Acrobat Professional 8 and 9, and 508 compliance in Adobe InDesign CS4.
- Software skills include Adobe InDesign, Adobe PhotoShop, Adobe Acrobat Professional, Microsoft Office Suite, and sound editing.