

# NANCY KRAVITZ

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Over thirty years of experience in healthcare communication, education & management

## PROFESSIONAL EXPERIENCE:

### **YALE SCHOOL OF MEDICINE – New Haven, CT**

#### **Manager, Chairman's Office - Department of Internal Medicine** **1/11 – Present**

Reporting to the Chair of Internal Medicine, serve as a senior aide to the Chair with responsibility for directing all facets of the administration, and operations of the Office of the Chair. Also provide direct support to the Vice Chair of Finance & Administration.

- The department of Internal Medicine is comprised of 12 sections, with a total budget of nearly \$350 million, and over 1,750 staff and faculty members plus 600 voluntary faculty
- Manage the flow of people and information through the Chair's office and represents the Chair's interests through contacts with other Yale offices, Yale-New Haven Hospital offices, other academic institutions, YSM department chairs, faculty, staff, students, alumni, dignitaries and visitors from other countries and corporations
- Manage operations, Appointments & Promotions (A&P) process, supervise support staff, and serve as Chair's liaison to all internal and external constituencies.
- Oversee all Communications for the Department of Internal Medicine. The Communications Team consists of 4 people and supports the entire department's internal and external communications efforts.

#### **Assistant Director, Yale CME (Continuing Medical Education)** **8/07 – 1/11**

Oversee all CME compliance & event planning including grants, faculty, disclosure/conflict of interest, catering, audio-visual, marketing, and audience recruitment

- Monitor and enforce ACCME (Accreditation Council for Continuing Medical Education) & AMA compliance on all educational activities including: live conferences, symposia, grand rounds and tumor boards
- Prepare & submit educational grant proposals to pharmaceutical companies
- Prepare budgets, and upon conclusion of event prepare financial statements and reconciliations to commercial supporters
- Manage CME website and e-mail account
- Manage all Joint-Sponsorship activities and Yale CME On-Line Learning
- Supervise Conference Coordinators

#### **Clinical Curriculum Coordinator** **7/06 – 8/07**

Oversee the administration and assessment of components of the clinical education program.

- Analyzed and summarized student logs, surveys, and assessment of data required by accrediting agency and committees
- Served as coordinator for the Primary Care Clerkship and the Integrated Clinical Medicine (ICM) course

### **ALEXION PHARMACEUTICALS, INC – Cheshire, CT** **8/05 – 7/06**

#### **Coordinator, Medical Scientific Relations**

Under the direction of the Senior Director of Medical Scientific Relations & Knowledge Management, coordinated all activities for the Medical Science Liaisons (MSLs) relating to hiring, training and regional Plan of Action meetings

(POAs)

- Developed, implemented and monitored Standard Operating Procedures (SOPs) for the MSLs
- Assisted the Senior Director and Regional Directors to oversee compliance with regulatory and legal requirements
- Served as the central resource by maintaining optimal communication between HQ and field
- Assisted Senior Director and RDs to develop budgets and monitor adherence

**PHARMEDICA COMMUNICATIONS, LLC – Killingworth, CT**

2/99 - 5/05

(Marketing and communication services for the healthcare industry)

**Program Manager, Meeting Services**

Required flawless communication, meticulous attention to detail and the ability to handle 100+ programs at various stages of development

- Served as primary liaison between pharmaceutical clients, physicians (both speakers and target audience of medical professionals), host institutions (medical schools, hospitals or clinics), venues and vendors (audiovisual, travel agents, etc.)
- Monitored compliance with the FDA, ACCME and AMA Code of Medical Ethics
- Maintained database of national speakers for given therapeutic areas
- Managed territory budgets for sales representatives & processed honoraria for speakers
- Reviewed & processed paperwork for grants and preceptorships

**Senior Program Manager, Oncology Speakers Bureau (OSB)**

- Trained and supervised (6) Program Managers
- Performed annual employee evaluations

**MAXIM MOBILITY– New Haven, CT**

11/97 - 2/99

(formerly MAXIM MEDICAL SUPPLY)

**Intake Coordinator**

Required an understanding of Medicare, Medicaid, and medical billing (ICD-9 coding)

- Obtained all information for patients in order to provide Durable Medical Equipment (DME)
- Verified insurance and eligibility of coverage
- Collected certificates of medical necessity (CMNs) and prescriptions from physicians
- Submitted prior authorization requests to insurance companies
- Coordinated evaluations with physical therapists

**SPHERIX– Beltsville, MD**

2/92 - 10/97

(formerly BIOSPHERICS INCORPORATED)

Government research and treatment programs for the healthcare industry

**Manager, EPIQS (1997)**

Managed the day-to-day operations for the Epilepsy Persistency Intervention Quality System. EPIQS was one component of a larger seizure management system offered by Parke-Davis to Managed Care Organizations (MCOs)

- Managed staff of (4) RNs who performed phone counseling while conducting assessments to measure quality of life and self-efficacy of patients enrolled
- Reported outcomes to the patient's physician and MCO
- Supervisor, Alzheimer's FamilyCare (1995-1997)

- Supervised staff of (12) triage counselors that provided information and referral sources to caregivers of patients with Alzheimer's disease
- Assisted project administratively and compiled weekly and monthly reports for client
- Performed protocol development, training and quality assurance
- Participated in market research and gave presentations about the FamilyCare program

**Supervisor, Merck Information Center (1993-1995)**

Responsible for daily operations of several projects designed to support compliance of patients on long-term therapy prescription medications

- Managed database linking patients, physicians, prescriptions, and pharmacies
- Disseminated and communicated relevant information, and with patients, sales representatives, and healthcare professionals
- Developed Standard Operating Procedures (SOPs) for reporting unsolicited adverse events while maintaining patient confidentiality

**Health Information Specialist, Cognex Access Program (1992-1993)**

(Stage 4 – Clinical Trail)

Required a knowledge of Alzheimer's disease, the T-IND protocol, pharmacology and safety issues associated with Cognex therapy

- Responded to consumer and healthcare professional inquiries about the Treatment -Investigational New Drug (T-IND) for Cognex's Access Program
- Provided data and appropriate referral information
- Addressed concerns relating to cost
- Performed quality control by verifying and coding clinical trial and survey data
- Collected adverse event reports for product withdrawals and recalls

**NUTRI/SYSTEM – Crystal City, VA**

2/91 - 2/92

**Nutritional Specialist**

- Conducted health assessments to determine appropriate weight loss plan for clients and performed weekly evaluations
- Monitored and documented progress while performing one-on-one counseling

**Behavior Breakthrough Counselor**

- Led group behavior modification classes to educate and motivate necessary lifestyle changes for long-term results

**EDUCATION:**

B.S. in Health Education – University of Maryland (1990)  
(Minor studies in Community Nutrition)

**VOLUNTEER POSITIONS:**

Forgotten Felines – Westbrook, Connecticut  
The SPCA – Annapolis, Maryland  
The Humane Society of Montgomery County – Rockville, Maryland