

Bob Kirsch
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info@medicalhealthwritereditor.com MedEd andsoforth, ltd www.MedicalHealthWriterEditor.com

Freelance writer and editor -- The medical & health fields

- Past president, Metro NY chapter, American Medical Writers Association (AMWA-NY)
- Writer of CME, CE, newsletters, websites, blogs, training materials, on-line texts, books, manuals
- Published over a thousand articles in more than 45 publications, including *The Lancet*, *Scientific American*, *The Washington Post*, *Mayo Clinic Health Letter*, *AARP Bulletin*, *The Female Patient*, *Medical Tribune of Japan*
- Experienced in assisting professors and researchers in completing manuscripts
- Demonstrated skills in writing, editing, copy editing, interviewing, researching, fact checking, indexing
- Skilled at adjusting the tone of a text to the needs of a range of audiences -- Including physician experts and allied professionals, patients, business leaders, families, children, internet users, and the general public
- According to people I have worked for, am responsible, careful, detail oriented, supportive, and willing to go out of my way to ensure the quality of projects and to be helpful to the people I am working with
- Team player who develops strong working relationships with diverse groups on all levels
- Moderate charges -- Ethical practice -- Determined to be helpful
- An adaptable self-starter with track record of on-time or ahead-of-schedule submission of work

SELECTED ACCOMPLISHMENTS

WRITING

Essays and articles for physicians

- *Journal of Cardiac Failure* -- "Heart Failure: Can you think of a better name?" with Betty W Levin
- *The Lancet* -- "America takes action on disease prevention"
- *The Lancet* -- "Many US cancer survivors still lost in transition"

Journalism for the public and patient education

- *Scientific American* -- Palliative care: "Salve for the body and mind: Profile of Ann M Berger, MD"
- *The Washington Post* - "What happens when doctors turn into patients?"
- *The Washington Post* "Did something you ate make you sick? Here's how the experts avoid illness"
- *Mayo Clinic Health Letter* -- "Cancer: Coping with survival"
- *The Female Patient* -- "ADHD: Much can be done to help"

Medical education [fact based and ethical; not promotional]

- [for physicians and nurses] Three separate educational programs on knee replacement and revision
- [for physicians] *Managing hypertension: Tailoring therapy for cost-effective care*
- [for physicians] *Speech, language development, and hearing in the pediatric environment*
- [for physicians] *Social policy driving smoking cessation: An interview with Joseph Califano*
- [for physicians] *Physical evidence to deter smoking: An interview with Prashant Rohatgi*
- [for pharmacists] *Osteoporosis: Pharmacologic advances in prevention and treatment strategies*
- [for pharmacists] *Attention Deficit Hyperactivity Disorder (ADHD): Diagnosis, prevention, treatment*
- [for nurses] *Compendium of Postpartum Care* (135-page book)

Websites

- Neonatal & Maternity Center website, five screens: Homepage, NICU, Patient-Centered Care, Breastfeeding, Supplementary Resources [for a regional hospital]

Blog

- Writing drafts of blog entries, using content provided, Center for Hearing and Communications

Writing online

- "Walking Helps Parkinson's: Low-intensity walking improves mobility," *AARP Bulletin*
- "Rehabilitation: Key to recovery for many stroke patients," *Medscape*
- Summaries of funded research (three years) -- Alliance for Lupus Research

Training materials for the sales staff

- Module on spinal surgery
- Virtual preceptorship: Asthma in the ED: Case studies, staff interviews, glossary: interactive modules
- Three modules on non-Hodgkin's lymphoma (NHL), focusing on Rituxan

Newsletters

- "Pain Report," volumes 1, 2, 3, 4 [for Purdue Pharma]
- "Career Pathways: Practice Management Newsletter," volumes 3, 4, 5, 6, 7 [for Bayer]

Manual on quality improvement methodologies

- For the Institute for Healthcare Improvement (IHI) - Completed initial draft for international content experts of manual on applying quality improvement methodologies in low- and middle-income countries

Book

- *Compendium of Postpartum Care* (135-page book for nurses) for Johnson & Johnson

Slide presentations

- "Future trends in outpatient treatment of gram-positive infections"
- Slide set supporting a presentation on diabetes with a focus on Lantus (insulin glargine)

Video scripts

- [for emergency physicians] "Diabetic ketoacidosis and mesenteric artery ischemia"
- [for emergency physicians] "Toxic shock syndrome in a 48-year-old male"

Journalism for physicians and pharmacists

- *Oncology Times* -- "Special article: Cancer pain treatment '93: A new push for pain education"
- *Medical Tribune of Japan* - "Gene analysis elucidates reactivation of RA after pregnancy"
- *Pharmacy Practice News* -- "Pharmacists play key role in pain management teams"

Journalism for managed care executives and business leaders

- *Managed Care* (magazine) -- Series of articles on medical conditions
- *Human Resource Executive* -- Series of articles on the changing US health care system

Editing, quality control, researching, fact checking, indexing: Assisting physicians and professors of medicine in preparing manuscripts for publication; assisting with Doctor of Nursing Practice (DNP) capstone projects; Allergan; American Academy of Emergency Medicine; Bausch & Lomb; CSL Behring GmbH; Churchill Communications; Faculty of Medicine, University of Coimbra, Portugal; Genecom; Harcourt Brace Jovanovich; Health Strategies Group; *Infectious Disease News*; *Journal of Pharmacy Practice*; Merck & Co.; School of Medicine, New York Medical College; University of Louisville, School of Medicine; Memorial Sloan Kettering; Slack Inc; Sanofi-Aventis; Takeda

PROFESSIONAL EXPERIENCE

Medical Tribune of Japan

Full time position as writer

2001-2009

Writer/ Consultant, part time

1995-2001; 2010 - November 2013

MedEd andsoforth, ltd

Principal/ Writer, Editor, Researcher, Fact checker

1999-present

Past president, Metropolitan NY chapter, American Medical Writers Association (AMWA)

Program chairperson, Metropolitan NY chapter, American Medical Writers Association (AMWA), 7 years

Certification, medical writing and editing, American Medical Writers Association

VOLUNTEER

Ossining Food Pantry (14 years); Veteran-Civilian Dialogue (4 years); conversation partner for ESL students (2 years); mentoring new medical writers; United Farm Workers; American Museum of Natural History (Departments of Anthropology & Paleontology); Ecology Action (urban parklands); publications on Cézanne & Rembrandt; leader of informal poetry & art therapy groups in hospitals; initiated founding of food co-op, Cambridge, MA; Civil Rights project in Georgia

EDUCATION

MA, Harvard University, Cambridge, MA: Full scholarship (3 years)

BA, Columbia College, New York, NY (and access to Columbia's medical library)

Freelance writer and editor for museums and in the visual arts

Writing on the visual arts

- “Cézanne’s Pursuit,” *Partisan Review*
- “Cézanne’s Maxims,” [Introduction] *The New Criterion*
- “Rembrandt’s *The Three Trees*,” *The Print Quarterly*
- “Paul Cézanne: *Jeune Fille au Piano* and some portraits of his wife: An investigation into his paintings of the late 1870s,” *Gazette des Beaux-Arts*
- “Some steps through which Cézanne was conveyed to the place where he painted the card players,” *Australian Journal of Art*
- “A Cézanne Self-Portrait,” *Issues: A Journal for Artists*
- Review: *Cézanne’s Early Imagery*, *The Burlington Magazine*

Editing in the visual arts

- Edited and copy edited major sections of four books in the *Illustrated Bartsch* series (for Abaris Books)
- Copy edited books on the humanities (for Harcourt Brace)

Museum exhibitions

- Planned, organized, and curated - *Paris in the 1880s: Prints and Drawings*, Fogg Art Museum, Harvard University