

Sandra Schwartz, MHS

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DIABETES PROFESSIONAL

Highly qualified professional educator, counselor and author with over twenty-years experience providing education solutions in the diabetes industry.

KEY STRENGTHS

- Clinical Knowledge
- Counseling
- Creative
- Diabetes Education
- Marketing Planning and Communication
- Microsoft Office Competency
- Motivated
- Passionate
- Problem Solver
- Program Design, Implementation and Management
- Public Speaker
- Research
- Self-Starter
- Sense of Humor
- Strong Team Player
- Teaching
- Training
- Technical Writing

PROFESSIONAL EXPERIENCE

Sole-Proprietor - October 2010 to Current

The Write Source for Diabetes, LLC – Ft. Lauderdale, FL

Design diabetes programs and clinical content for print, web and social media including development of patient and physician training materials, value-added marketing solutions and educational programs.

- Authored marketing content for an 8 billion dollar multi-national manufacturing company
- Authored website and blog content for an online diabetes education site
- Created an insulin pump training program for healthcare providers in three Latin American countries for 4 million dollar company
- Assisted in software requirements for new diabetes product to be launched in 2015 for an 8 billion dollar multi-national manufacturing company
- Participated in training at the University of Miami, Diabetes Research Institute for Diabetes Clinical Support Specialists who work for a worldwide, top 3, pharmaceutical company

Product Manager, Education/Training - May 2011 to April 2013

BrightSky, a Sanare Company – Miami, FL

Managed the marketing-education for a diabetes supply company

- Determined the direction of the company's education and training programs including online and face-to face offerings to over 180,000 members
- Designed and facilitated the development of a complete blood glucose management program for face-to-face and Internet education which is currently in process of receiving American Diabetes Association accreditation which is required to collect insurance for diabetes training
- Managed the development of educational programs for print, web and mobile applications, including collaboration with approximately 20 outside vendors

Clinical Services Manager - August 2003 to October 2010

Nipro Diabetes Systems – Miami, FL

Established and supervised the clinical activities an insulin pump division of a 8 billion dollar multi-national medical device company specializing in the development and manufacturing of insulin pumps and the sale of diabetes-related products.

- Established, supervised and trained a national team of 16 certified diabetes educators and 27 sales representatives in insulin pump support and education
- Developed a 24-hour product helpline that serviced over 200 patients 24 hours a day, 7 days a week and participated in the development of MDR reporting processes and procedures.
- Developed the clinical content of support materials for the company's products and services, including the IFU (instructions for use) for the company's products
- Participated in the development of the software requirements for a 510(k) approved insulin pump
- Participated in CAPA (corrective and preventative action) meeting and MDR (medical device reporting)

Director of Product Development - March 2001 to July 2002

DiabetesManager.com – Colorado Springs, CO

Responsible for the clinical content production of an Internet product that managed diabetes through physician prescription.

- Directed a 6 person multidisciplinary clinical team to produce an interactive diabetes-teaching program for MiniMed that managed diabetes through education and medication adjustment and serving over 200,000 insulin pump patients.

Marketing Outreach Programs Manager - October 1994 to March 2001

Medtronic/MiniMed, Inc. – Los Angeles, CA

Charged with the development of programs to train employees, patients and physicians on the use of the MiniMed insulin pump.

- Authored a guide for physicians for insulin pump initiation and PowerPoint presentation used nationally by a team of over 200 sales people with a clinical team of over 100 clinicians.
- Authored a patient workbook including all necessary skills for successful in pump therapy that was included in the product shipment of over 200,000 insulin pump users over a 10-year period. This book was updated and used for over 10 years.
- Trained approximately 150 sales personal and 75 clinical staff on the use of the programs I authored.

Licensed Mental Health Counselor - October 1991 to September 1994

University of Miami, Diabetes Research Institute – Miami, FL

- Provided patient counseling on a multidisciplinary diabetes education team to over 200 patients annually.
- Provided psychological diagnosis, individual, marriage and family therapy and group counseling to patients with diabetes and their families.
- Provided insulin pump therapy training and initiation to patients embarking on using insulin pump therapy to manage their diabetes.

EDUCATION

University of Florida- Gainesville, FL

Master of Health Sciences in Counseling

CERTIFICATIONS

State of Florida, Mental Health Counselor

Certified Diabetes Educator, 1992 in process of re-certification

REFERENCES

Luigi Meneghini, MD, MBA

University of Miami, Diabetes Research Institute

305-243-1062

lmeneghi@med.miami.edu

- Dr. Meneghini and I began working at the Diabetes Research Institute at the same time and have worked together in several different capacities since. Dr. Meneghini can attest to my clinical knowledge and skill in counseling patients. Dr. In addition, Dr. Meneghini can speak to my ability to teach groups of physicians, participate in case conferences and my knowledge of diabetes.

Tony Delamaza
Pulido Consulting Group
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tonydelamaza.pcg@gmail.com

- Tony and I worked together at MiniMed and Nipro Diabetes Systems. At MiniMed, I developed the physician training program that the Tony and the entire sales group used to introduce pump therapy to new physicians. At Nipro, as the Director of Sales, Tony supervised me in the management of the clinical team who supported his sales representatives. Tony and I have continued to work together in various consulting endeavors. He can speak to my clinical knowledge, management skill, program development and versatility.

Bryan McGurn
International Medical Industries
954-464-6812
bmcgurn@gmail.com

- Bryan McGurn was the General Manager at Nipro Diabetes Systems when I was the Manager of Clinical Services. Bryan can attest to my management, program development and people skills, in addition to my involvement with product development and compliance.

Jan Bartleson, PhD
Psychologist
305-926-2037
janbartleson@bellsouth.net

- Jan and I attended graduate school together and have been personal friends and professional colleagues since. Jan is well aware of my dedication to my work, the people with whom I work and the projects on which I work.