

CURRICULUM VITAE

Casey Quinlan

CONTACT INFORMATION

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CITIZENSHIP

United States of America

CURRENT POSITIONS

- **Writer** on health and science topics for both general and professional audiences as principal of [Mighty Casey Media LLC](#) (2008-present)
- **Producer** of [Healthcare Is HILARIOUS!](#) Podcast (2018, ongoing)
- **Editor** of [Scope It Out](#) podcast (Wiley) *International Forum of Allergy and Rhinology*; *The Rheumatologist* (Wiley) audio sidebars in monthly digital edition (2016-present)
- **Author** of [Cancer for Christmas: Making the Most of a Daunting Gift](#) – a real world, comical take on managing medical care in challenging circumstances (2009-present)

EDUCATION

1995-1997 American Comedy Institute, Comedy writing and performance
1979-1981 New York University, Professional Filmmaker Program
1973-1975 HB Studios, Acting Program
1973 American Conservatory Theater, Acting Program
1970-1973 University of San Francisco, Communication Arts and Theater (no degree)

PRIOR WORK EXPERIENCE

2006-present Mighty Mouth & Chief Message Officer, Mighty Casey Media LLC, Richmond VA
2017-2018 Clinical Research Advocate, Science 37, Los Angeles CA
2016-2017 Precision Medicine Advocate, Cure Forward, Boston MA
2015-2016 Co-Founder and Chief Content Officer, Patients for Clinical Research, Richmond VA
2011-2016 [Podcast & v-blog producer](#), Society of Hospital Medicine, Philadelphia PA
2011-2012 Content production and outreach lead, Techead, Richmond VA
2009-2012 Co-Founder, Wellcentrix, Richmond VA
2000-2006 VP, Marketing and Operations, Skywire Uplink, Richmond VA
1989-2000 Principal, Quinlan Media Services, New York NY and Richmond VA
1981-1988 Field producer and engineer, NBC News, New York NY

COMMITTEE AND SERVICE RESPONSIBILITIES

2019-present [Light Collective](#) steering committee
2018-2019 Health Datapalooza event steering committee (2019 event)
2004-2019 rvatech Tech Gala annual awards judging committee
2017-2018 Health Datapalooza event steering committee (2018 event)
2017-2018 WEGO Health Advisory Board
2015-2018 Right Care Alliance steering committee
2015-2016 Health Datapalooza event steering committee (2016 event)
2005-2010 Richmond Technology Council (now rvatech) Board of Directors
2005-2008 Communications Chair, Richmond Technology Council (now rvatech), Richmond VA
2004-2010 Virginia Supportive Housing Board of Directors
2003-2004 American Business Women's Association (ABWA) national conference planning committee (2004 event)

HONORS AND AWARDS

2017 Right Care Alliance Leadership Award
2012 WEGO Health #HAWMC Best One Liner Award
2007 Toastmasters International Distinguished Toastmaster Award
2005 ABWA Richmond Region Business Woman of the Year

PROFESSIONAL MEMBERSHIPS

2010-present Society for Participatory Medicine
2016-present Society of Professional Journalists
2020-present Digital Medicine (DiMe) Society

RESEARCH

2018-2019 – National Academy of Medicine/PCORI “Leveraging and Sharing Data for Continuous Learning: Building Stakeholder Support and Demand” ([final report Aug. 2019](#))
2018 – PCORI Eugene Washington Engagement project “[Recovery Movement Research Priorities](#)”
2018 – BMJ Rapid Recs “[Colorectal cancer screening with faecal immunochemical testing, sigmoidoscopy or colonoscopy: a clinical practice guideline](#)”
2017-2018 – PCORI “[Defining a Roadmap for Patient Engagement in Imaging CER](#)” (part of ECOG-ACRIN working group)
2017 – BMJ Rapid Recs “[Arthroscopic surgery for degenerative knee arthritis and meniscal tears: a clinical practice guideline](#)” (co-author)
2016 – NIH/NCI “Mapping shared decision making in cancer treatment” (part of working group on mapping - not yet published)
2015 – BMC Medicine “[Trustworthy guidelines – excellent; customized care tools – even better](#)” (co-author)

CONFERENCES AND SYMPOSIA

- 2020 – Health Datapalooza, Washington DC; “Data Privacy and Consumer Tech - How the Healthcare Sector Can Lead in Both (yes, really)” – panel presentation on consumer facing health tech and data privacy.
- 2019 – Cochrane Colloquium, Santiago, Chile; “[A Patients Included Cochrane Colloquium: embracing diversity, accepting challenge!](#)” – two-hander presentation with Sarah Chapman of Cochrane UK about Patients Included at the Colloquium in Edinburgh in 2018, the first Colloquium to apply for Patients Included status
- 2019 – RightsCon, Tunis, Tunisia; “Movie Night: How your data can be used against you” – panel discussion of short film, “Blaxites,” that tackles data privacy in the healthcare sector
- 2019 – Health Datapalooza, Washington DC; “Nothing about Us without Us: Toward Collective Self-Governance of Patient Support Groups’ Data on Facebook” – panel discussion of Facebook’s leaky data infrastructure in Closed Groups, which put patient communities and other high-risk groups’ data on the open market with zero oversight or accountability
- 2018 – Society for Participatory Medicine 2nd Annual Conference, Boston MA; “Putting the ‘Care’ Back in Healthcare: Technology-Supported Relationship” with Ivan Handler, Insightamation
- 2017 – Health Experience Refactored (#HXR17), Boston MA; “Jeopardy meets The Price Is Right, ‘cause your life is always in jeopardy, and the price is never right” comedy sketch panel on stupid healthcare tricks with Brian Eastwood (Chilmark), Janice McCallum (Health Content Advisors), and Dave Bjork (precision medicine activist), scripted and directed by me – video on [Vimeo](#)
- 2017 – Health Datapalooza, Washington DC; “Democratization of Healthcare via Social Media,” panel moderated by Mandi Bishop (Aloha Health), panellists Dr. Amy Harrell Edgar (Children’s Integrated Center for Success), Audun Untegen (Symplur), Dr. Justin Smith (Cook Children’s Health System), myself
- 2016 – MedMo16, New York NY; “And now for something completely different” comedy sketch panel on stupid healthcare tricks with Mandi Bishop (Aloha Health), Jeanne Pinder (ClearHealthCosts) and Mark Scrimshire (CMS), scripted and directed by me – video on [YouTube](#)
- 2016 – Health Datapalooza, Washington DC; “Speeding Up the Pace of Medical Research Using Patient-Provided Data,” panel moderator, panellists Dr. Amy Abernethy (Flatiron), Bray Patrick-Lake (Duke), Jennifer C. King (Lung Cancer Alliance), Vanessa Rangel Miller (Altavoice)
- 2016 – Building Trustworthiness in PCORnet, Washington DC; panel on patient participation in research
- 2016 – ePharma Summit, New York NY; panel, “Patient Leaders Want To Kill Pharma TV Ads, Right Now” – Society for Participatory Medicine coverage [here](#)
- 2016 – ExL Pharma Engagement, Education and Adherence Summit, Philadelphia PA; “Compliance, Adherence, or Participation? Creating a Framework for Patient-Clinician Collaboration” – deck on [SlideShare](#)
- 2015 – ExL Pharma Point of Care Congress, Morristown NJ; “Point of Care = Patient Health Literacy Opportunity” - deck on [SlideShare](#)
- 2015 – Health Datapalooza, Washington DC; “Patient-Generated Health Data in the Real World,” panel moderator, panellists Mandi Bishop (Dell Health), Dr. Danny Sands (BIDMC), Scott Strange (epatient)
- 2015 – HIMSS Patient Engagement Summit, Orlando FL – panel on real-world engagement opportunities with epatients Alicia Staley, Amy Gleason, and Kym Martin, moderated by Dr. Patricia Salber

- 2015 – HIMSS Privacy & Security Forum, San Diego FL – panel on data sharing with Travis Bond (Caresync), moderated by Linda Koontz (Mitre)
- 2014 – MedicineX, Stanford CA – breakout session on Patient Engagement Roadmap project with Jeanne Pinder (ClearHealthCosts), moderated by Tom Workman (AIR)
- 2012 – Cinderblocks1, Kansas City MO; “How much IS that?” Price Transparency in Healthcare” – deck on [SlideShare \(video on YouTube\)](#)
- 2012 – Grand Rounds, Walter Reed Bethesda Naval Hospital, Bethesda MD; “Dating Tips for Doctors and Patients” – deck on [SlideShare](#)
- 2011 – HCA Virginia’s Spirit of Women Girls’ Day Out, Richmond VA; “Be Your Own Patient Advocate (Really!)” – deck on [SlideShare](#)
- 2011 – DTC Perspectives: Marketing to the Digital Consumer, Burlington NJ; “Connecting with patients the RIGHT way” – deck on [SlideShare](#)

CONSULTANCY & PAID PRESENTATIONS

- 2019- present – University of Washington Fred Hutch HICOR Precision PRO (patient reported outcomes) project; consulting on framing of patient recruitment survey instruments
- 2018 – University of Washington Fred Hutch HICOR project; consulting on survey instrument to get patient reported outcome input on financial anxiety during and after cancer diagnosis and treatment
- 2018 – RWJF / Academy Health “Moving patient centered care forward” working group meeting in DC; participant, panel presenter
- 2016 – 2017 Dartmouth Preferences Lab; social media consultant for monthly tweetchat development
- 2016 – [Journal of the American College of Radiology hackathon](#); presenter, advisor
- 2013-2014 – [Patient and Family Engagement Roadmap](#); co-editor of white paper, attendance at convening meeting to lay out mapping process
- 2013 – Eli Lilly & Co. Clinical Open Innovation “Patients at the center of clinical research” [workgroup meeting](#)

EDITORIAL AND REVIEW ACTIVITIES

2016, 2018, 2019	Health Datapalooza session reviewer
2018, 2019, 2020	Academy Health Annual Research Meeting abstract reviewer
2018, 2019	Cochrane Colloquium abstract reviewer
2012-present	BMJ patient peer reviewer

PUBLICATIONS

- 2017-present [Journal of the American College of Radiology Patient Summaries of Appropriateness Criteria author](#)
- 2016 - Foreword to 3rd edition, “[Shared Decision Making in Health Care: Achieving evidence-based patient choice](#)” Edited by Glyn Elwyn, Adrian Edwards, and Rachel Thompson

Invited Web Content

- 2020 – The Health Care Blog, “[Patient Worries as a Central Feature of their Health Care Experiences](#)” (Feb. 2020); “[Americans Are Worried About the Cost of Their Healthcare \(and they have good reason\)](#)” (May 2020)
- 2019 – Tincture, “[A Matter of Trust: A response](#)”
- 2017-2021 – [Patient Empowerment Network health literacy writer](#)
- 2013-present – [SPM blog editor/contributor](#)
 - [e-Patient Manifesto: “Patients Included”](#)
 - [To Be, or Not to Be, a B Corp](#)
 - [WHO in Geneva – SPM in the house!](#)
 - [Consumer Reports: “Respectful” treatment key to patient safety?](#)
 - [Health Affairs: patient activation impact on cost + outcome](#)
 - [Mythbusting, “demanding patient” edition](#)
 - [Everything You Need to Know About Health Literacy, You Learned in Kindergarten](#)
 - [Pharma TV ads: Film at 11](#)
 - [#CochraneForAll + #BeyondTheRoom = #PatientsIncluded on blast](#)
 - [The who, what, when, where, and why of Cochrane](#)
- 2017 – BIDMC Open Notes blog, “[Shift happens if you let it](#)”
- 2017 – Tincture (Medium), “[QRs, DNRs, and tattoos—oh my!](#)”
- 2014 – Healthworks Collective, “[Keeping Patients in the Dark](#)”

Invited audio/video content

- 2018 – Cochrane Colloquium Beyond the Room podcasts
 - [Dr. Gregor Smith on #RealisticMedicine](#)
 - [Dr. Victor Montori on creating more careful and kind care](#)
 - [Jennifer Johannesen on the problem with patient engagement](#)
 - [Dr. Christine Borgman and Dr. Irene Pasquetto on data science](#)
 - [Lyubov Lytvyn on including patients in developing evidence and guidelines](#)
 - [Dr. Dalila Martínez on the journey from doctor to patient to medical researcher](#)
 - [Dorothy Oluoch on mothers’ experiences in neo-natal hospital wards](#)
- 2013 – NeedyMeds, [How to find out healthcare costs](#) (with Jeanne Pinder of Clear Health Costs)
- 2013 – Society of Hospital Medicine Annual Meeting, Washington DC; “Hospitalists Flock to Annual Meeting’s Bedside Procedures Pre-Courses” produced, scripted, on camera; [video on YouTube](#)
- 2013 – Society of Hospital Medicine Annual Meeting, Washington DC; “CME, Procedures, and Advocacy Highlight Hospital Medicine 2013 Kickoff” produced, scripted; [video on YouTube](#)
- 2013 – Society of Hospital Medicine Annual Meeting, Washington DC: “Hospitalists Channel Osler, Pioneer in Bedside Exams” produced, scripted; [video on YouTube](#)
- 2012 – Healthworks Collective, [High Quality, Low Cost HealthCare Video Interview Series: Casey Quinlan – “HOW MUCH IS THAT?”](#)

Letters to the Editor, Magazine Submissions and Other Publications

2015 – Allergy and Asthma Network, “[3 keys to becoming a savvy patient](#)”

MEDIA MENTIONS

- 2018 – The Health Care Blog, [Why I Tattooed My Health Data Over My Heart | WTF Health with Casey Quinlan](#)
- 2016 – The New York Times, [Full 'Medical Records' for Trump and Clinton? That's Fiction](#)
- 2015 – HealthWorks Collective, [Breast cancer while uninsured: One woman's story](#)
- 2014 – HealthWorks Collective, [What Patient Centricity Means to Marketers](#)
- 2011 – The Richmond Times-Dispatch, [You need to meet: Casey Quinlan](#)

REFERENCES

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