

Eleanor Mayfield, ELS*
ELM Communications
eleanor@elmcommunications.com
www.elmcommunications.com
866-334-4ELM (4356) (toll-free)
or 412-422-1406

Summary of Skills and Experience

- Certified Editor in the Life Sciences
- Extensive experience in writing and editing articles, briefing papers, clinical practice guidelines, meeting summaries, press releases, reports, speeches, Web site content, white papers, etc.
- Proficient at organizing, analyzing, and distilling information
- Excellent critical and strategic thinking skills
- Adept at translating technical information into plain English
- International experience (United States, Canada, Great Britain)

Awards

Team

- NIH Merit Award, 2009 (Group Award – *NCI Cancer Bulletin*)
- Writer for series of plain-language brochures on sexually transmitted diseases that received two awards:
 - Platinum Award, 2008 MarCom Awards
 - Silver Award, 2008 National Health Information Awards

Individual

- Award for Excellence, National Institutes of Health Plain Language Awards
- Honorable Mention, National Institutes of Health Plain Language Awards
- Award for Excellence, American Medical Writers Association Mid-Atlantic Chapter Writing Awards
- Honorable Mention, American Medical Writers Association Mid-Atlantic Chapter Writing Awards

Selected Projects

Oncology

- Reports and meeting summaries for working group on use of imaging to assess response to cancer treatment
- Report of expert panel on research priorities in colorectal cancer
- Reports of U.S. Food and Drug Administration workshops on endpoints in clinical trials intended to lead to approval of new drugs for brain, colorectal, lung, ovarian, and prostate cancer
- Reports of National Cancer Institute (NCI) progress review groups on kidney/bladder and colorectal cancers
- News and feature articles about cancer research, treatment, clinical trials, prevention, and supportive care

Cardiovascular Conditions

- Manual on optimizing the use of anticoagulant and antithrombotic agents in the long-term care setting
- Clinical practice guideline on management of stroke in the long-term care setting
- White paper on prevention of deep-vein thrombosis

* Editor in the Life Sciences

Cardiovascular Conditions (cont'd)

- Editor of several chapters in book on strategies for cardiovascular disease prevention and management
- Feature articles for physicians on
 - Drug vs. device treatment for cardiac arrhythmia (translated into Japanese for publication)
 - State-of-the-art treatment of hypertension (translated into Spanish for publication)

Gerontology/Long-Term Care

- Clinical practice guidelines on disease management in the long-term care setting (topics include anemia, dementia, depression, gastrointestinal disorders, infections, osteoporosis, pain, Parkinson's disease, pressure ulcers, sleep disorders, urinary incontinence)

Diabetes

- Clinical practice guideline on diabetes management in the long-term care setting
- Content for consumer newsletter on diabetes
- Guidebook for parents on raising a child with diabetes

Neuroscience/Substance Abuse

- Press releases on advances in neuroscience research for National Institute on Drug Abuse (NIDA)
- Online training program on Good Clinical Practice in the performance of clinical trials for NIDA grantees

Child and Adolescent Health

- Reports and meeting summaries for National Coordinating Committee on School Health and Safety
- Articles about specialist pediatric services at Children's Hospital of Pittsburgh

Plain Language

- Brochures and fact sheets for low-literacy audiences on cancer treatment, sexually transmitted diseases, and other topics
- Series of plain-language booklets for Medicare beneficiaries on obtaining high-quality health care

Other Subject Areas

- Literature review of clinical experience with the drug sodium stibogluconate in children with visceral leishmaniasis (a parasitic infection)
- Update for physicians on atopic dermatitis research and therapy (translated into Japanese for publication)
- Feature articles for female consumers on cholesterol, diabetes, mammography, migraine, osteoporosis, stroke, and other topics

Education

B.A. (Journalism), Ryerson University, Toronto, Canada

Board of Editors in the Life Sciences certification examination

Chemistry course, Federation for Advanced Education in the Sciences Graduate School at the National Institutes of Health

Presenting Data and Information course by Dr. Edward Tufte

Proposal-writing course, Publication Specialist Program, George Washington University Center for Continuing Education, Washington, DC

Putting Complex Information on the Web, Society for Technical Communication workshop

Affiliations

American Medical Writers Association
Board of Editors in the Life Sciences
Editorial Freelancers Association
Society for Technical Communication