



# Allison E. Krug, M.P.H.

BIOMEDICAL WRITER, EDITOR, ANALYTICS

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 [abcmedicalwriting.com](https://www.abcmedicalwriting.com)

*Biomedical communications consultant with a reputation for incisive recommendations to improve academic, scientific and technical manuscripts in the health and social sciences. Expert technical and statistical support for medical litigation to provide case review, synthesis, background research and strategic recommendations. Experience includes providing novel approaches to reviewing data and applying statistical analyses to cleanly and creatively quantify the results. Prior health care management experience includes managed care quality improvement and public sector vaccine sales.*

## EDUCATION

<b>Advanced Certificate in Science and Technical Writing</b> San Diego State University, Department of Rhetoric and Writing Studies	2004
<b>Master of Public Health (MPH), Epidemiology</b> State University of NY (SUNY), Albany, NY (GPA 3.98/4.0)	1997
<b>B.A. Biology, University of Virginia</b> International Relations Minor, University of Copenhagen, Denmark	1993

## EXPERIENCE

**Artemis Biomedical Communications LLC** | Founder and Principal 2005-present  
Consultancy specializing in medical and scientific writing, editing, analysis, and graphic design.



Biomedical communications portfolio includes original published research and consulting editorial work on clinical research manuscripts, content development for books, scientific posters, slide presentations, and grant and fellowship applications.

Technical communications portfolio includes serving as contract writer for the State of California environmental education curriculum, medical software training, health literacy materials and web/graphic design.

**Sharp HealthCare** | Electronic Medical Record Process Analyst (San Diego, CA) 2004

- Trained 2,500 employees on new EMR system launched in seven San Diego hospitals.
- Parallel testing and go-live technical support during EMR launch.

**Merck & Co., Inc.** | Public Sector Manager, Merck Vaccine Division (NY, CT, RI) 2000-03  
Managed \$57 million in annual public sector sales for NY, CT and RI.

- Responsible for state health departments, military bases and correctional systems in 3 states.
- Awards: Vice President's Club; Most Valuable Manager; Special Achievement Award; 7 Awards for Excellence; Rookie of the Year.

**Kaiser Permanente** | Preventive Health Program Manager (Albany, NY) 1997-99

- Developed, managed and evaluated preventive health programs serving 600,000 members and 11,000 practitioners in 4 states (NY, MA, CT, & VT).

## Peer-Reviewed Research

Cammack R, Bekins L, **Krug A**. "From Concept to Action: Do Environmental Regulations Promote Sustainability?" *Environmental Rhetoric: Ecologies of Place*. Peter N. Goggin, editor. New York, NY: Routledge, Taylor & Francis, 2013. [Pgs. 173-185]

Martinez EA, Donelan K, Henneman JP, Berenholtz SM, Miralles PD, **Krug AE**, Iezzoni LI, Charnin JE, Pronovost PJ. Identifying meaningful outcome measures for the intensive care unit. *American Journal of Medical Quality*. 2013 Jul 25.

Cosler, Rofail P, Tadrous M, **Krug A**. Pegfilgrastim: A Review of the Pharmacoeconomics for Chemotherapy Induced Neutropenia. *Expert Review of Pharmacoeconomics and Outcomes Research*. 2012 Dec;12(6):699-709.

Michaels K, Mahdavi M, **Krug A**, Kuper K. Implementation of an Antimicrobial Stewardship Program in a Community Hospital: Results of a Three-Year Analysis. *Hospital Pharmacy*. 2012;47(8): 608-616.

**Krug (née Clayton) AE**, McNutt LA, Homestead HL, Hartman TW, Senecal S. Public health in managed care: a randomized controlled trial of the effectiveness of postcard reminders. *Am J Public Health*. 1999;89:1235-7.

## Editor

More than 400 manuscripts edited for publication in:

*American Journal of Preventive Medicine* ▪ *American Journal of Public Health* ▪ *Clinical Infectious Diseases* ▪ *British Medical Journal* ▪ *Encyclopedia of Epidemiology* ▪ *Infection Control and Hospital Epidemiology* ▪ *Journal of Antimicrobial Chemotherapy* ▪ *Journal of Infectious Diseases* ▪ *Lancet* ▪ *Pharmacotherapy* ▪

Ogle, A. & Mazzullo, L. *Before Your Pregnancy: A 90-Day Guide for Couples on How to Prepare for a Healthy Conception*, Revised Ed. (Ballantine Books; May, 2011). Editor.

## Writer

**California Education and the Environment Initiative** – environmental literacy for grades K-12, selected by SEER to produce 20 articles aligned with content standards; sensitive subjects were reviewed by the Governor's office, such as the "Hydrogen Highway" and "Climate Change." Reference: Gerry Lieberman, MA, PhD <http://www.seer.org/pages/galbio.html> and <http://www.calepa.ca.gov/education/eei/>

**HealthyRoads.com** – managed a team of writers and produced 39 Fitness Coach articles for one of the nation's largest online health improvement companies serving 4 million members. Reference: Linn Bekins, PhD. <http://www.healthyroads.com/About/LearnMoreConsumer.aspx>

**ShareCare.com** – research, writing, subject matter expert (SME) recruitment and interviews. Reference: Page Gaither, Director, Consumer Clinical Content, ShareCare.com (pgaither@sharecare.com). Work includes more than a dozen articles on health promotion and disease management.

## Skills and Associations

- Software: Corel®, Adobe® and Microsoft® suites; STATA®
- American Medical Writers Association
- Bainbridge Schools Foundation
- West Sound Officer Spouses Club

## Service

- Founder and principal: [OutdoorOhana.org](http://OutdoorOhana.org)/[HappyHiker.org](http://HappyHiker.org) (not-for-profit resource for families).
- Representative – Site Council, Captain Charles Wilkes Elementary School
- Representative – Educational Programs and Innovations Committee, Bainbridge Island School District
- Representative – STEM Advisory Committee, Bainbridge Island School District
- Member – PTO, Captain Charles Wilkes Elementary School
- Program measurement and evaluation consultant, Bainbridge Island School District
- Market research, analysis and communications consulting provided to Bainbridge Island Schools Foundation and West Sound Wildlife Shelter.
- Mentor for undergraduate intern in rhetoric and communications.
- Coaching and consultation provided to high school seniors re college essays and career planning.
- Math tutor (Algebra 2)
- Resume and career coaching for US military veterans seeking transition to civilian employment.