

Kathleen F. Louden, ELS

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Qualifications

- Over 20 years' experience in health care public relations, marketing and publishing
- Bachelor's degree in Journalism (Public Relations), and marketing coursework
- Board-certified Editor in the Life Sciences (ELS)

Experience

Louden Health Communications, Gurnee, Ill., *Owner*, 1994-Present

- Write and edit health and safety articles for consumer and professional audiences.
- Develop and write Web content, newsletters, press releases, media kits, conference proceedings, sales packages and ads.
- Provide consultation and direction for new publications and direct-mail marketing.
- Copy edit medical books and journal articles online or on manuscript.
- Manage editorial reviews and interact with physicians and other health professionals.

University of Illinois at Chicago Eye Center, Chicago, Ill., *Communications Manager* (*promoted from Editor*), 1987-1993

- Directed production of all publications, including budgeting, scheduling and desktop publishing; won three publications awards.
- Expanded community service to schools and retail sector.
- Marketed new physician practices and patient services, which increased patient referrals.
- Coordinated media relations; made placements in *Chicago Tribune*, *Chicago Sun-Times* and *Chicago* and *North Shore* magazines, Channel 2-News and radio.

American Medical Association, Chicago, Ill., *Copy Editor*, 1984-1987

- Copy edited *JAMA* and specialty journals, including ophthalmology, dermatology, pediatrics, internal medicine, otolaryngology and surgery.

Richard D. Irwin, Inc. (now McGraw-Hill Higher Education), Homewood, Ill., *Associate Copy Editor Manager* (*promoted from Copy Editor*), 1982-1984

- Supervised copy editing of textbooks and trade books.
- Became proficient in electronic editing and lowering reading level.

Education

Northern Illinois University, DeKalb, Ill.
B.A., Journalism (Public Relations), 1981

Other Coursework:

Northwestern University, Evanston, Ill.
Marketing for Nonprofit Organizations, 1986

Certification

Board of Editors in the Life Sciences, 1994

Awards

2004 Eric W. Martin Award for excellence in medical communication for a lay audience, American Medical Writers Association, "Gaining Control Over Lost Control"

1997 Bronze Award for magazine article, health promotion category, National Health Information Awards, "No More Excuses: Take Control of Your Breast Health"

1994 Bronze Medal for outstanding in-house publication, Council for Advancement and Support of Education, *A Visit to the Eye Doctor* (children's patient education book)

1993 Silver Medal for outstanding fundraising publication, Council for Advancement and Support of Education, "A Journey to a World Free of Blindness" (annual report)

1991 Beth Fonda Award for best medical communication for a lay audience, American Medical Writers Association, Greater Chicago Area Chapter, *Through the Ages: Facts and Myths about the Eye* (consumer education booklet)

Affiliations

[American Medical Writers Association](#)

[Board of Editors in the Life Sciences](#)

Skills

Computer

Microsoft Office for Windows; digital photography

Style Guides

American Medical Association Manual of Style; The Associated Press Stylebook; The Chicago Manual of Style; Publication Manual of the American Psychological Association

Foreign Language

German