

LISA BAKER, PhD, CMPP

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EMPLOYMENT

2017–present: **HEOR Publication Consultant and Freelance Medical Writer** (www.heorpubs.com)

- Support pharma/biotech, device, and diagnostic test companies to successfully publish their HEOR data
- Develop manuscripts and congress activities reporting RWE, economic models, and clinical data
- Large range of therapeutic areas

2015–2017: **Medical Director**, inScience Communications, Springer Healthcare, New York, NY

- Strategic publications planning including scientific communication platforms, gap analyses
- Scientific leadership of multiple accounts including review of junior writers' and freelancers' work
- New business development including multiple pitches
- Therapeutic areas included endocrinology and infectious diseases

2010–2015: **Principal Medical Writer/Team Lead** (2012–2015), **Senior Medical Writer** (2010–2012),

Envision Pharma Group, Southport, CT

- Strategic publication planning including scientific communication platforms, literature assessments, congress and author assessments; led strategic planning meetings at client sites
- Tactical publication planning including journal and congress targets, data roll-out timelines
- Scientific lead for multiple products with a team of direct reports
- Developed journal articles, abstracts, posters, and presentations
- Therapeutic areas included immunologic/neurologic disorders, infectious diseases, ophthalmology
- Documented all stages of publication planning and development; expert Datavision user
- Strong organizational skills and attention to detail

2006–2010: **Senior Medical Writer** (2008–2010), **Medical Writer** (2006–2008), AlphaMedica, Tarrytown, NY

- Developed multicomponent promotional materials including slide kits, DVD presentations, patient cases, web sites, and educational materials for sales representatives
- Worked with faculty to develop large slide kits for CME grand rounds and teleconference programs
- Scientific/writing support for advisory boards and faculty content development meetings
- Supervised junior and freelance writers

2000–2005: **Assistant Professor of Psychology**, Purchase College, State University of New York, Purchase, NY

- Taught upper-level writing course (how to write a review article) and numerous content courses
- Conducted health/social psychology research on parenting special-needs children
- Supervised 20 undergraduate research theses

PROFESSIONAL ACTIVITIES

- ISMPP activities: Faculty for Intro to Pub Planning Workshop at several meetings. ISMPP U committee member (2013-2022) and chair (2017-18). Past member, Standards and Communications committees
- Deep knowledge of good publication practices; Certified Medical Publication Professional since 2011
- Substantial training role at Envision that included founding and leading a New Writers Group; teaching Statistics for Medical Writers and Medical Research 101 workshops

EDUCATION

1999: **PhD, McGill University**, Research Psychology

1989–1990: **PhD Student, Harvard University**, Mathematics

1989: **BA, Dartmouth College**, Mathematics and History (Double Major), *Summa cum laude*