

Sheila B. Sheehan

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Web Content/Editorial Director

Healthcare Information • Patient Education

Accomplished web content manager/health editor with 15+ years' experience and strong track record in establishing and implementing systems to produce accurate, consumer-friendly, comprehensive, and award-winning content. Strong project leader and team builder adept at motivating content creators and expert medical reviewers to meet goals and standards. Former researcher and writer for academic medical centers with expertise in pediatric and child health issues.

Highlights

- Built and engaged team of 300+ volunteer medical reviewers, transforming content quality and accuracy.
- Revised content development processes, supporting a 400% growth in content offerings since 2003.
- Boosted content quality and quantity, contributing to All Health Center for Children's Health #1 ranking for online children's health information and multiple Webby and other industry awards.

Core Competencies

Project Management | Content Flow & Management | Content Development | Online Content Strategy | Patient Education | Medical Writing | Team Leadership | Vendor Management | Editorial Policies | Content Specialist/Freelancer Oversight | Web Publishing/HTML | Social Media | Budgets | Reviewer Recruitment | Web Metrics/Search Engine Optimization (SEO)

Professional Experience

Boca Raton, FL

2003–present

Web Content Integration Manager, HealthEducationforKids.org

HealthEducationforKids.org, the top-visited children's health education web site with more than 10+ million visitors annually, is part of the All Health Center for Children's Health Education Media, the nonprofit arm of the All Health Healthcare System, which serves 250,000 + children annually.

Hired to establish and implement effective content review and development system that has elevated content quality and offerings, contributing to a 733% increase in website traffic and numerous awards during tenure. Revamped web strategy, recruited team of reviewers, instituted procedures, and overhauled editorial tone, content accuracy, and consumer-friendliness.

Develop/curate content to support licensing/marketing efforts, and review web metrics to monitor effectiveness. Partner with chief content officer and chief medical editor to lead team of 11 staff editors (5 MDs & PhDs), 300+ expert reviewers, and to manage \$250K budget. Key contributions:

- Upgraded web content quality by establishing and implementing 1-3 year medical review process, resulting in rigorous review of 2,000+ pieces of content per year.
- Enlisted and established corps of 300 + expert volunteer medical reviewers by gaining practitioner buy-in and developing reviewer guidelines and orientation process. Improved process and relationships have led to increasing number of physicians requesting to serve as medical reviewers.
- Facilitated diversification and growth of content offerings from 5,000 articles to more than 25,000 content items, including articles, videos, slide shows, patient instructions, and other items by developing database to streamline and manage content development and reviewer assignment process.
- Spearheaded effort and grew percentage of KidsHealth content available for worldwide Spanish-speaking audience to 60% by expanding and marshalling existing translation resources.
- Enhanced website visitor and staff ability to access and find specific health content offerings by developing first-ever content database and library categorized by medical specialties and sub-specialties.

INSTITUTE FOR UNIVERSAL HEALTH POLICY, University of Georgia, Athens, GA 2002–2003
The Institute for Universal Health Policy (IUHP) examines and addresses healthcare outcomes and disparities for underserved youth.

Coordinator, Research Information

Collaborated with federally funded organizations, private financial foundations, and universities to develop effective communications. Gathered and disseminated evidence of U.S. healthcare disparities. Developed community healthcare and safety initiatives ranging from youth suicide prevention to drowning prevention.

Early career includes research positions with **University of Georgia, College of Public Health**, technical communications and project management for **NBC Universal** and freelance writing on safety and prevention issues for **Florida Atlantic University**.

Awards

Webby Awards

The Family Website, 2004, 2005, 2008
To be Heard Website, 2008

CINE Eagle Awards (Videos)

Stories from the Heart, 2013
The Basics on Diabetes, 2012
Symptoms of Diabetes, 2012
Stories about Cancer, 2011

ClearMark Award

Keeping Kids Safe in the Classroom Teacher's Guides and Lesson Plans

Telly Awards (Videos)

Stories from the Heart, Bronze, 2013
Jessica's Story, Silver, 2013
Talk from Cancer Parents, Bronze, 2011
Symptoms of Diabetes, Bronze, 2012

Health & Science Commission (Videos)

Treatment of Cancer, 2012
The Basics About Cancer, 2011

Education

BA, JOURNALISM, University of Florida, Gainesville, FL