
Fred Donini-Lenhoff

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Objective

To excel in a multifaceted director-level position that fully engages and challenges my communications, publishing, data analysis, and new media skills.

Experience

September 2000 to Present

American Medical Association, Chicago, Illinois

Director, Department of Medical Education Products

In addition to all duties as Product Line Development Manager and Publication and Product Associate (below), manage staff of three and work with division director and vice president to ensure the continued viability of existing medical education products and develop new products, including continuing education courses for health professionals.

Results:

- In May 2001, developed Graduate Medical Education Program Directors E-letter, a monthly electronic newsletter with 12,000 subscribers that serves to promote medical education products and increase response rate for annual survey.
- Developed Graduate Medical Education Program Electronic Data (GMEPED) to provide electronic data to physician recruiters, medical schools, and other organizations needing electronic access to GME programs. Revenues were \$20,000 in 2001, \$42,000 in 2002.
- Negotiated with other medical organizations to bring in content for new book, *GMED Companion: An Insider's Guide to Selecting a Residency Program*, which sold over 1,200 copies in its first year of publication.
- Continued to add new health professions to the *Health Professions Career and Education Directory* (bringing total to 61) through negotiation with accrediting agencies and professional associations.
- Oversaw development of new version of the *GME Library CD-ROM* that now uses XML-based code to allow for increased user interaction with data.
- Served as managing editor for new book on the continuing professional development of physicians.

July 1997 to August 2000

American Medical Association, Chicago, Illinois

Product Line Development Manager, Division of Medical Education Products

In addition to all duties as Associate (below), worked with division director to devise, develop, release, and promote publications and products that meet the changing needs of the medical marketplace, such as the *Cultural Competence Compendium*, *Health Professions Education Standards*, and *Licensing and Credentialing: What Physicians Need to Know*.

Results:

- Won second-quarter 1999 Star Performer Award for development of paper and online versions of the *Cultural Competence Compendium*.
- In April 2000, developed Health Professions Career and Education E-letter, a monthly electronic newsletter with nearly 6,000 subscribers, a 20% increase over initial circulation.
- Wrote article for the *Journal of the American Medical Association* (JAMA) on the growth of specialization in graduate medical education, published September 13, 2000.

August 1995 to July 1997

American Medical Association, Chicago, Illinois

Publication and Product Associate, Division of Medical Education Products

Managed annual publication of paper and CD-ROM versions of the *Graduate Medical Education Directory*, *Health Professions Career and Education Directory*, and other medical education products. Set survey and production schedules, oversaw staff of four freelance editors, and worked with internal/external groups to ensure data and text accuracy. Developed and maintained editorial and data QA standards and monitored annual surveys, data transfers, and accreditation actions that established the populations for the directories. Tested and ran queries that produce directory listings. Also wrote and disseminated press releases for Medical Education products and developed Web-based products to meet the needs of the marketplace.

Results:

- Worked to collaborate with new health professions accrediting agencies and professional associations, leading to 75% increase in size and scope of the *Health Professions Career and Education Directory*.
- Developed “QuickConsult” insert for Medical Education publications to increase products’ user-friendliness and promote membership in the AMA.
- Won fourth-quarter 1997 Star Performer Award for design and content improvements to licensure book, leading to \$16,000 savings in production costs.

August 1993 to August 1995

American Medical Association Alliance, Chicago, Illinois

Assistant Editor/Health and Information Resource Coordinator

Responsible for editorial support of nationwide network of physician spouse volunteers. Helped define the focus of six-member health promotion committee, which directs public-health initiatives supported by the AMA and the Alliance. Developed consumer brochures and wrote and edited articles for two bimonthly publications.

October 1989 to August 1993

The EDI Group Ltd., Oak Park, Illinois

Managing Editor

Edited/proofread and produced graphics for quarterly journal of electronic commerce. Attended trade shows and business conferences to solicit articles from speakers and attendees, working closely with 25-member editorial board of international e-commerce experts in industry, education, and the public sector.

Education

DePaul University

1996 - 1999

M.A. in Writing. GPA 3.95

Florida State University

1980 - 1984

B.A. in English, minor in history; graduated Phi Beta Kappa and *cum laude* from Honors Program; GPA 3.7

Freelance work/Special skills

- Written numerous feature and news articles for such publications as
 1. *Stritch M.D.*, of the Loyola School of Medicine,
 2. *MacNeal News*, of MacNeal Hospital
 3. *i-street* magazine, a Chicago-based e-commerce publication
 4. *American Careers* magazine, distributed nationally in high schools
 5. *The Rotarian*, of Rotary Club International
- Proficient in Quark Express, Microsoft Access, Vignette StoryServer, Front Page, and html
- Member, American Medical Writers Association
- Conversant in Italian
- Completed continuing education courses in Web design, presentation skills, and information design/display