

Amy M. Brandais, M.A.

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Veteran Copywriter and Communication Strategist, Healthcare

A seasoned communications professional who helps pharmaceutical brands connect more productively with HCP and patient audiences. Particular expertise in assessing communication challenges, developing fresh strategies, and presenting to clients. A solutions-oriented, proactive, and resourceful team member who isn't afraid to roll up her sleeves and dig in as needed to exceed client expectations.

KEY COMPETENCIES

- Medical devices, services, pharmaceuticals
- Awareness-building campaigns
- Branding/positioning/messaging
- New product launches
- Training/instructional communications
- Employee engagement initiatives
- Speechwriting/presentation development
- Referencing/annotating documents

PROFESSIONAL EXPERIENCE

Group Copy Supervisor – *The Matchstick Group* 2023-present

Developing new content and messaging for a novel medical device in the drug-delivery space. Aligning copy with physician and patient/caregiver communication strategies. Establishing core claims and style guidelines for client team to follow.

Copy Supervisor – *Havas Health and You* 2022-2023

Wrote AMA-and FDA-compliant content and annotated documents for pharmaceutical brands. Aligned copy with physician and patient/caregiver communication strategies. Developed new positioning statements and messaging for assigned brand and engaged in concepting activities for other brands and client pitches.

Senior Copywriter – *Pacific Communications* 2019-2022

Wrote AMA-and FDA-compliant content and annotated documents for a medical aesthetics device to support communication strategies revolving around physician education and sales-team training.

Strategic Communications Consultant - *Amy the Writer.com* 2001-2022

Developed and executed communications strategies around branding, employee engagement, outbound marketing and physician and patient education/outreach.

Sales & Marketing Campaigns

- **DaVita Dialysis.** Conducted ongoing communications support to help DaVita educate dialysis patients about end-stage kidney disease, the different types of dialysis available to them, and the importance of lifestyle changes to manage their kidney disease.
- **ClearFlow.** Wrote website copy, fact sheets, sales sheets, and email campaigns for this commercial-stage company whose technology is designed to resolve the clinical problems associated with obstructed catheters.
- **Medtronic Diabetes.** Collaborated with the marketing team to improve the effectiveness of communications with patients, e.g., increasing awareness of the need to change infusion sets regularly (“Use Right”), and encouraging those who had stopped pump therapy to give it another try (“Win Back”).

- **Cianna Medical.** Developed marketing/P.R. materials for hospitals currently using Cianna's newest MedTech product, facilitating their ability to promote their status as early adopters of the most advanced technology in breast cancer surgery.

New Product Launches

- **Advanced Neuromodulation Systems (ANS).** Contributed to a multimedia educational/awareness-building campaign for a spinal cord stimulation system directed at chronic back pain sufferers.
- **Medtronic Diabetes.** Created a how-to manual and contributed to a multi-channel patient education campaign to promote the use of CareLink Software, resulting in a 50% rate of adoption among insulin pump users.
- **Innovative Neurotronics.** Contributed to the multimedia educational/awareness-building campaign to introduce The WalkeAide to both patient and physician audiences. Contributed to the relaunch three years later that revolved around new clinical evidence and glowing patient testimonials.
- **Perimeter Medical Imaging AI.** Established the messaging platform and voice of this startup medical technology company driven to transform cancer surgery with ultra-high resolution, real-time, advanced imaging tools.
- **InnovHeart.** Established the messaging platform and voice of this startup company that was in clinical trials with its transcatheter mitral valve replacement system.

Employee Engagement

- **UC Irvine Program in Nursing Science.** Directed the strategic planning process and helped program administrators develop mission and vision statements, determine the Program's core values, and define key goals and strategic initiatives. Soon after, the Program earned its School of Nursing designation with a clear vision of its future.
- **DaVita Dialysis.** Facilitated communications regarding the new computer system being implemented throughout the organization. Also helped develop a number of training videos for DaVita Teammates.
- **Johnson & Johnson.** Developed architecture and wrote all content for an online resource center/training intranet to help J&J affiliate company sales reps understand—and successfully offer—financing options to their customers.

EDUCATION & CERTIFICATION

- **Master of Arts, Advertising and Public Relations**
Michigan State University
- **Bachelor of Arts, French Language and Literature**
The University of Michigan
- **Certified Ethical Advertising Executive**
Institute for Advertising Ethics