

**JENNIFER SCOTT, MHA, PMP**  
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**Program Leader | Strategist | Communicator**

Customer-focused, creative, innovative program leader, strategist, and communicator with 20+ years of experience managing programs and leading high-level projects for healthcare organizations to improve quality of care and service. Seasoned writer and editor with a proven track record of helping healthcare and technology organizations tell their stories to multiple audiences in the most impactful ways. Known for the ability to synthesize complicated material into clear and engaging content across multiple media. Intuitive leader who empowers team members so they can be their best selves at work.

**Key Competencies:**

- Program leadership
- Project management
- Communicating across multiple media
- Patient & customer experience
- Developing people and teams
- Strategic planning
- Process improvement
- Internal & external collaboration

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**HEALTHCARE & RESEARCH EXPERIENCE**

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**SEATTLE CHILDREN'S SEATTLE, WA**

**2013 – present**

Promoted to positions of progressively increasing responsibility at the Hospital and Research Institute with focus on project management, communications, program development, and team leadership.

**Manager, Treuman Katz Center for Pediatric Bioethics, Research Institute (Jan 2019 – present)**

**Program Manager, CONNECT Program (2015 – 2018)**

**Project Manager, CONNECT Program (2013 – 2015)**

- **Created successful program (CONNECT)** to improve client experience through development of best-practice-based model, curriculum, and marketing strategy. Attracted strong physician participation, with over 900 trained. Expanded program reach and increased FTE through compelling proposal to senior leadership.
- **Strong communication strategies garnered national recognition and consultation requests for the CONNECT Program.** Strategies included published journal articles, site visits resulting in externally published articles about the program, multiple presentations at national conferences, webinars, and co-branding content with national thought leaders.
- **Produced award-winning videos to engage physicians, staff, and external collaborators, managing all phases of production** from concept development to filming logistics. Received the Telly Bronze award and Ragan PR Daily Honorable Mention for Best Non-Profit Video. One video was adopted by SC's Human Resources as a recruitment tool.
- **Achieved strong operational outcomes** for Bioethics research program resulting in on-budget financial performance, high staff satisfaction ratings, and operational improvements across work processes. Successfully engaged team of 10 direct reports during transition to work-from-home status during COVID-19, including hiring and orienting a new staff member.

## **GROUP HEALTH COOPERATIVE SEATTLE, WA**

**1994 - 2013**

Promoted to positions of progressively increasing strategic importance and responsibility working across the health plan, clinical delivery system, and Research Institute. Work was focused on project management, communications, quality improvement, patient experience, report development, analytics, marketing, accreditation, Lean, and staff management, primarily within the Behavioral Health service line.

**Manager, Behavioral Health Services Administration, 2011-2013**

**Program Improvement Consultant, 2000 -2011**

**Project Manager, Accreditation, 1998 – 2000**

**Business Analyst, 1996 – 1998**

**Research Project Director, GH Research Institute/Center for Health Studies 1994-1996**

- **Project leader for 4-year effort improving patient experience scores.** Work focused on analytically identifying and impacting key drivers, resulting in a 25-percentage point increase in overall experience ratings.
- **Led improvements in clinical quality.** Utilized project management and Lean facilitation skills to lead development, adoption, and implementation of clinical best practices of behavioral health conditions, improving care, patient experience, and efficiency.
- **Wrote detailed, persuasive marketing proposals** resulting in organization attracting new and retaining existing clients as well as performing in the top 15% of plans nationally compared to competition on the Washington Health Alliance's eValue8 assessment.
- **Achieved EXCELLENT accreditation ratings for 10+ years** through strong project management, gap analysis, strategic planning, and writing skills.

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## **FREELANCE COMMUNICATIONS EXPERIENCE**

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**STRATEGY GRANGE SEATTLE, WA**

**2016 – present**

Produce journalistic and content marketing materials for technology, healthcare, and academic clients on a contract basis.

Write original white papers on technology, healthcare, and policy topics under tight deadlines. Conduct all research on assigned topics, synthesize research findings with expert interviews, and client marketing collateral to develop insights that position clients as thought leaders.

- **Earned “right of first refusal” for a series of 10 white papers for a healthcare technology company** after producing an initial paper that required little editing, impressed the client, and was highlighted as an example of stellar work at client's national conference.
- **Produced daily news brief** for health insurance industry, summarizing top news stories in two sentences and writing punchy headlines. Increased daily readership by 10%.
- **Edit scientific articles and press releases, shortening, simplifying, and writing a catchy headline** for broader appeal to the Georgetown University alumni medical.

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## **EDUCATION AND TRAINING**

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**Masters, Healthcare Administration, University of Washington, Seattle, WA**

**Bachelor of Arts, Psychology, Dartmouth College, Hanover, NH**

**Certified Project Management Professional (PMP), Project Management Institute**

**Screenwriting Certificate Program, University of Washington**