

# Amy Stone

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## Amy Stone Bio

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Amy Stone is an award-winning medical and scientific communicator with over 30 years experience. She focuses her work on enabling non-profit and government organizations to achieve their missions through strategic communications, advocacy, issues management, partner engagement, and evidence-based content.

After earning undergraduate degrees in physiology and design science, Stone performed post-baccalaureate studies in physiology and microbiology. She gained research experience by working in a **cancer research laboratory at Emory University School of Medicine**, where the focus was the immunology of prostate cancer. Using a mouse model, Stone planned and performed experiments using macrophages, natural killer cells, and various immune-stimulators, and evaluated the results. She eventually became manager of the lab. After returning to school and earning a masters degree in communications/journalism, Stone joined the **Atlanta Journal/Constitution** where she wrote for the business section. She then moved to **Emory University Woodruff Health Sciences Center's Office of News and Information**, where she was the senior medical writer for the Center. She next joined the national office of the **American Cancer Society** as Director of Medical and Scientific Communications where she served as the science editor for the organization; managed the annual Science Writers Seminars; provided consultation and direction to volunteer and staff leadership on issues management, including emergency/crisis communication and policy analysis; represented the organization with outside partners; and raised awareness of cancer research and the research programs of the Society.

Stone then formed **Amy Stone Scientific and Medical Communications, Inc.**, a private corporation specializing in the communication of science and medicine for various clients. Her client list includes **national and international non-profit organizations** (The Patient Advocate Foundation, The Society for Neuro-Oncology, the American Cancer Society, the American Society of Clinical Oncology, the International Union Against Cancer, the International Vaccine Institute, the Foundation for Mitochondrial Medicine), **governmental organizations** (the Centers for Disease Control and Prevention, the National Cancer Institute, the National Institutes of Health), **universities** (Emory University, the Georgia Institute of Technology), and **private companies** (Banyan Communications, Eagle Global Scientific, McKing Corporation, Curry Rockefeller Group, MDB, Inc., DLH/Danya, Constella Group, Health Science Media, Shaw Science Partners, Rhone-Mireaux).

Through her company, Stone has developed, managed, and/or written various communication products, including Congressional testimony, speeches for senior executives, scientific journal articles, fact sheets, position statements, white papers, talking points, policy papers, web content, and meeting reports published in scientific journals.

In recent years, Stone has focused on **data visualization** and the power of presenting complex information simply. Much of her work involves streamlining complicated messages into products suitable as stand-alone pieces. Other recent work includes **consultation at the leadership level** for large, national projects and the **strategic nature of communications**, including the **management of content** for large organizations.

Stone, who speaks and mentors on communicating science and medicine, has won awards for her work in radio programming, public relations campaigns educating people on progress made in cancer research, development writing, and journalism.

# Amy Stone CV

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## Work Experience

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**12/94-Present: Amy Stone Scientific and Medical Communications, Inc., Atlanta, GA. Founder.** My roles include client development, project management, lecturing on presenting science, and operational work such research, message development, writing for lay and professional audiences, print and online publication development, and strategic consulting services for clients interested in communicating science and medicine to their publics. Currently, I have a team of 4 working with me.

Recent clients and examples of work (full client list available upon request):

- **US Centers for Disease Control and Prevention [Emergency Operations Center](#)** (Atlanta, GA).
  - **2020:** Retained by the EOC, which is charged with communicating the most accurate and up-to-date information on emergency situations to health care and public health professionals and consumers, to perform web content and messaging work related to SARS-CoV-2 (Covid-19). I produced daily and weekly key message documents, reviewed website content for redundancies and gaps, and proposed changes to streamline the site and accommodate new information. At the time, CDC's [covid website](#) was viewed more than 1 billion times.
  - **2005-2006:** Part of the team that wrote the [Hurricane Katrina After Action Report](#). This formal report provided the situation, actions taken, and review of effectiveness of CDC response to the hurricane and its aftermath, serves as a blueprint for similar disasters, and provides lessons learned.
  
- **US Centers for Disease Control and Prevention** (Atlanta, GA). Retained by this governmental public health entity since 2003 to work with the National Center for HIV/AIDS, Viral Hepatitis, STDs, and TB Prevention ([NCHHSTP](#)); the Division of HIV and AIDS Prevention ([DHAP](#)); the [Division of Foodborne, Waterborne, and Environmental Diseases](#); and the [Division of Healthcare Quality Promotion](#) in various leadership and health communication capacities.
  - Act as a member of the leadership team for DHQP's [Project Frontline](#), a national effort to ensure all healthcare workers, regardless of education or position, have foundational knowledge in infection prevention and control.
    - In March 2022, we released [Phase 2](#) of this program, consisting of over 50 educational materials for healthcare workers that were developed based on input from healthcare workers. Launch activities reached thousands of partners and healthcare workers. Continuing work on promoting these materials.
  - Provide project management, writing, editorial art direction, and strategic consultation for Divisions within NCHHSTP, as well as the Office of the Director.
    - Member of a team (through Banyan Communications) to provide surge capacity and conduct special projects. These projects often have short deadlines, and may be reviewed at the highest levels of CDC. My role as a writer and strategist is to make complex concepts into accessible products. Our work is prominently featured on the [NCHHSTP](#) website and given to the US Congress to brief them on the breadth, economy, and life-saving work of NCHHSTP, including its [investments in its laboratories](#).
  - Previously, I focused on DHAP, where I provided strategic communication and issues management consultation and corresponding plans for the timely and accurate dissemination of HIV/ADS information to achieve DHAP goals. I also managed the work a team of writers and editors to create content for DHAP's web site.
    - Created complex communication plans and strategies, using multiple channels and stakeholder outreach, for both internal and external audiences with the overriding goal of elevating HIV/AIDS issues on the national agenda in order to bring about the prevention of new HIV infections. These releases allowed CDC to release new and urgent information in a way that kept key audiences informed and briefed new audiences in a systematic manner.
    - Oversaw a portfolio of 25 fact sheets.

- Acted as the lead communicator for [2014 HIV Vital Signs](#), a multidisciplinary effort of scientists and communicators and one of CDC's top-viewed web pages of the past decade.
  - One of original writers for [Act Against AIDS](#), the government's first national HIV prevention campaign in 20 years (now retired).
- Created components of national communication [tool kit on Harmful Algal Blooms](#) (HABs) for CDC's National Center for Emerging and Zoonotic Infections. This toolkit has been useful to help public health partners across the country respond to the growing problem of HABs.
- **Patient Advocate Foundation** (Atlanta, GA and Hampton, VA). Contracted with this national government-funded organization to manage communication functions for one of its grantees, **The SelfMade Health Network**, since 2018. Oversee a team to manage SMHN's [social media feeds](#), create quarterly newsletter and [fact sheets](#), [infographics](#), and special projects. SMHN membership continues to grow, in part, because of our communication outreach.
- **Society of Neuro-Oncology** (Houston, TX). Retained by this professional organization as the 2019 keynote speaker at the annual [Young Investigators Forum in Neuro-Oncology conference](#). I provided an overview of communication science, structural differences when communicating to different audiences, and strategies to enhance communication efforts in presentations, media interviews, and running personal and professional social media platforms. Received high exit review marks; was contacted by multiple participants after the presentation for further discussion.
- **Foundation for Mitochondrial Medicine** (Atlanta, GA). Retained by this national non-profit organization dedicated to raising awareness of and finding a cure for mitochondrial dysfunction as a medical writer and communication consultant from 2011-2018, when it merged with the United Mitochondrial Disease Foundation.
  - Wrote white papers, scientific meeting reports, and other medical and consumer articles for families and professionals.
  - Provided strategic communication consulting services to Executive Director and marketing and communication team members around increasing awareness of mitochondrial dysfunction, including message development and framing.
  - Consulted on a scientific conference and was first author on the subsequent meeting report that was published in a peer-reviewed journal.
- **Cancer Treatment Centers of America** (Palm Beach, FL). Retained by this national network of treatment centers focused on treating people with cancer in an individualized way as a science writer in 2018. (Via Curry Rockefeller Group, Inc., White Plains, NY)
  - Created a professional curriculum and corresponding patient/family curriculum on cancer treatment and opioid use/addiction. These materials were intended for distribution across all treatment centers in order to draw attention to the high rate of opioid addiction among those being treated for cancer, and highlighting CTCA's multidisciplinary approach to pain management and addiction avoidance. Multiple consumer documents have been created from these source curricula.
- **Pediatric Dengue Vaccine Initiative, International Vaccine Institute** (Seoul, Korea). Retained by this international organization devoted to bringing vaccines to underserved populations worldwide as a senior communications advisor from 2008-2011, when it merged with other organizations to form the Dengue Vaccine Initiative.
  - Attended global meetings, wrote [reports](#) on [dengue surveillance](#), [diagnostics of dengue](#), [vaccine introduction](#), and [dengue communications](#); co-authored [scientific publications](#).
  - Presented to the Americas Dengue Prevention Board and the Asian/Pacific Dengue Prevention Board on communicating during outbreaks. Authored report sections on communicating to various stakeholders during outbreaks.
  - Worked with senior staff to generate a 5-year strategic plan and the Opportunities and Challenges documents, which provided direction to those working in the field of dengue fever vaccine development.
  - Provided strategic communication counsel for messaging, planning, and implementation of various vehicles in order to raise awareness of dengue fever and lay the groundwork for a coming vaccine.

- **National Blood Clot Alliance** (Tarrytown, NY). Retained by the national non-profit organization providing patient and professional education around blood clots and clotting disorders to review and revamp materials in accordance with health literacy principles from 2012-2013.
- **American Society for Clinical Oncology**, (Alexandria, VA). Engaged by this national non-profit organization that represents physicians who treat people with cancer to create content for the launch of its patient web site and for special projects. Engagement specifics:
  - One of the original writers for ASCO's patient web site, "People Living with Cancer." Wrote oncologist-reviewed content for some of the most common cancer sites (including breast, brain, and leukemias) and public interest feature articles, including "How to evaluate a news story."
  - Lead writer for 35-entry section on rare cancers.
  - Writer for physician booklet on patient tobacco cessation.
- **American Cancer Society**, National office, (Atlanta, GA). Engaged by this national non-profit organization to work on many projects, including management of quarterly breast cancer newsletter, management of [science writers seminars](#) (6), and writing speeches, white papers, and professional articles.

**5/89-12/94: American Cancer Society (National Office), Atlanta, GA. Director, Medical and Scientific Communications.**

- **Budgetary responsibilities** of reviewing vendors, evaluating processes, streamlining costs for large projects.
- **Managed** five [Science Writers Seminars](#), designed to showcase cancer research to the national press. These seminars resulted in thousands of news articles around the world focusing on advances in cancer research, diagnostics, and treatment.
- **Organized communication system** to alert (at that time 57) Divisions to breaking medical/scientific news and prep them so they could be prepared if contacted by patients or media. This system resulted in the disparate Divisions across the country speaking with "one voice" when contacted for information.
- **Provided issue management** and counsel to other departments, spokespeople, leadership, and Divisions **on medical and scientific issues** (such as hormone replacement therapy, mammography, cancer statistics, prostate specific antigen) **and organizational issues** (such as corporate change and crisis communications) so that the organization could be prepared to answer media and staff questions and provide global leadership.
- **Principal science writer** for organization, which included books, magazines, brochures, newsletters, op-ed pieces, and journal articles.
- **Created and co-produced weekly radio news service**, which was adopted by all Divisions and picked up by independent radio stations nationwide.
- **Created promotion plan and toolkit** for the Society's Divisions to create and carry out their own research promotion plans. This plan and toolkit, which was updated regularly, introduced the Divisions to the importance of promoting the Society's research program and aided them in doing so.
- **Prepared Congressional testimony** for ACS volunteers and staff on issues such as the effectiveness of screening mammography, the reliability of prostate-specific antigen, successes in treating childhood leukemia, and the need for increased funding for cancer research.
- **Established and maintained relationships** with colleagues at the National Cancer Institute, major cancer centers across the country, and top-tier universities engaged in cancer research to advance organizational objectives. Developed stakeholder engagement plans to inform communication planning and issues management strategies.

**10/87-4/89: Emory University, Atlanta, GA. Senior Medical Writer for the Woodruff Health Sciences Center.**

- **Wrote** articles and news releases about Emory's medical school, hospitals, nursing school, and cancer center.
- **Contributing editor** for *Emory Medicine*, the award-winning alumni magazine of the medical school.

**3/87-10/87: Atlanta Journal and Constitution. Clerk/Reporter for the Business Section.**

- **Wrote stories**, including front-page features, on topics including women in the workplace, management intelligence, and alternative therapies for cancer.
- **Compiled** Newsmakers and Calendar sections.

**12/84-3/87: Emory University, Atlanta, GA. Research Specialist II:**

- **Supervised small cancer research laboratory** studying the immune response to prostate cancer and monoclonal antibodies.
- **Designed, planned, and performed** experiments using nude mice, natural killer cells, and various immune-stimulating drugs.

## Education

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Ongoing **Continuing education** in topics such as **Data Visualization** (Edward Tufte PhD [Chicago], Stephanie Evergreen PhD [Atlanta], Information is Beautiful - David McCandless [New York City]); **Outcome Thinking and Management** (Foundation Center, Atlanta, GA), **Social Media** (Public Relations Society of America, Atlanta, GA), **Trends in Science Writing** (Massachusetts Institute of Technology, Cambridge, MA), **New Media's Application to Social Issues** (South by Southwest, Austin, TX)

1987 **Master of Communication** degree, print journalism major. Georgia State University, Atlanta, GA.

1983-84 **Post-baccalaureate studies in physiology and microbiology**. Southern Illinois University, Carbondale, IL.

1982 **Bachelor of Arts** degree in physiology, **Bachelor of Science** degree in design science, chemistry minor. Southern Illinois University, Carbondale, IL.

## Selected bibliography and presentations

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Stone A. Presenting Your Science. Invited lecture to The Paideia School's AP Biology Class. Atlanta, GA. November 2021, November 2019. Poster judge, November 2020.

Stone A. Presentation Skills and Communication Theory. Keynote speaker for the Society of Neuro-Oncologist's Young Investigator conference. Atlanta, GA. July 2019.

Stone A. Writing for Non-Technical Audiences. Presented at ComSciCon Atlanta. Atlanta, GA, March 2018. <https://comscicon.com/comscicon-atlanta-2018>

Stone A, Leske P, Stanley L. [Meeting report from the mitochondrial medicine southeast regional symposium – understanding mitochondrial disease and mitochondrial dysfunction: Opportunities and impacts in the clinic and laboratory](#). *Translational Science of Rare Diseases*, 2017.

Bradley H, Hall HI, Wolitski RJ, Van Handel MM, Stone AE, et al. [Vital Signs: HIV Diagnosis, Care, and Treatment among Persons Living with HIV – United States, 2011](#). *MMWR* 2014, 63:1113-1117.

Beatty, ME, Stone, A, Fitzsimons DW, et al. [Best Practices in Dengue Surveillance: A Report from the Asia-Pacific and Americas Dengue Prevention Boards](#). *PLoS Negl Trop Dis*. 2010 Nov 16;4(11):e890

Stone A. Communicating about Infectious Diseases. Presented at the Asia/Pacific Dengue Prevention Board of the Dengue Vaccine Initiative. Singapore, Singapore, August 2010.

Stone A. Communicating about Infectious Diseases. Presented at the Americas Dengue Prevention Board of the Dengue Vaccine Initiative. Medellin, Colombia, June 2010.

Stone A. [An Interview with Michael W. Salter: An Alternative View of Chronic Pain](#). *Howard Hughes Medical Institute Bulletin*, Feb 2008: 38-39.

Stone A, Goldsmith G. Communication strategies for recruitment into HIV/AIDS prevention demonstration projects. American Medical Writers Association national conference, Albuquerque, New Mexico, October 2006 (invited).

Goldsmith G, Stone A. Communication strategies to increase the quality and quantity of recruitment into demonstration projects. Presented at the National HIV Prevention Conference, Atlanta, June 2005.

Levin B, Brooks D, Smith RA, Stone A. [Emerging technologies in screening for colorectal cancer: CT colonography, immunochemical fecal occult blood tests, and stool screening using molecular markers](#). *CA A Cancer Journal for Clinicians*, 2003;53:44-55.

Stone, A. Proceedings from understanding the biology of sex differences: The fourth annual conference on sex and gene expression. Society for Women's Health Research, March 20-23, 2003.

Stone A. Can you trust your Pap results? *InTouch: The Good Health Guide to Cancer Prevention and Treatment*, 1999:30-35.

Stone A. The environment and cancer: Meeting highlights from the American Cancer Society's Schilling Research Conference, 1999.

Stone A. [Connexin knockout provides a link to heart defects](#). *Science*, 1995;267:1773.

Stone A. [Hazards of handling chemotherapeutic agents known but not heeded](#). *J Natl Ca Inst*, 1991;83:392.

Mueller GC, Gusberg SB, Stone A. [Meeting Report: The Mary Lasker Conference on growth factors in hormone-related tumors](#). *Cancer Research*, 1991;51:4114-4120.

Stone A. [Examining the state of clinical trials](#). *J Natl Ca Inst*, 1989;8(20).

## Awards/Honors

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- Centers for Disease Control and Prevention Awards:
  - 2018: NCHHSTP Director's Recognition Award (for promotion of the Center's labs)
  - 2017: NCHHSTP Director's Recognition Award (for HIV and AIDS Timeline)
  - 2015: NCHHSTP Director's Recognition Award (for 2014 Vital Signs)
  - 2013: NCHHSTP Director's Recognition Award (for DHAP web site redesign)
  - 2013, 2009, 2007, 2005: CDC Commendations for Performance Excellence
- LifeSource Biomedical Award for Outstanding Performance (for CDC's 2014 Vital Signs), 2015
- Parenting Publications of America Silver Award for Investigative Reporting, 2005 (with co-author Carol Yates for "Weighty Matters: Why Georgia Kids are Fat" published in Atlanta Parent magazine)
- CASE District III Grand Award for Development Materials, 2005 ("The Future is Here" campaign materials for The Children's School)
- American Women in Radio and TV National Commendation Award, 1994
- Public Relations Quarterly Award of Excellence, 1993
- CIPRA Certificate of Excellence for Radio Programming, 1993
- CASE District III Award for Excellence in Newswriting, 1989

## Appointments/Civic activities

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- Member Board of Trustees, The Lola Womxn's Club, Atlanta, GA, 2022-present
  - Founding Board Member 2020-2022

- Board of Trustees, The Names Project Foundation (AIDS Quilt), Atlanta, GA, 2010-2015
  - Board chair 2012-2015
- Board of Trustees, The Children's School, Atlanta, GA, 2004-2011
  - Chair, marketing and development committee (2005-2007), secretary (2006-2008), vice chair (2008-2011)
  - Managed development of 2011-2015 Strategic Plan
- Member, Georgia Breast and Cervical Cancer Coalition, 1991-1993
- Board of Directors, American Civil Liberties Union (GA), 1992-1994

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