

## **SUSAN B. SLOANE, BS, R.PH., CDE**

6869 Morehouse Flats Road • Jamesville, New York 13078

315.427.0040 • [suerph43@aol.com](mailto:suerph43@aol.com)

---

### **DIABETES EDUCATOR & CONSULTANT**

#### **MEDICAL DEVICE TRAINING • DISEASE MANAGEMENT STRATEGIES • OUTREACH & ADVOCACY**

Diabetes expert dedicated to promoting wellness and optimal outcomes as a patient advocate, information expert, educator and corporate partner. Clinical approach includes an in-depth understanding of the principles underlying diabetes treatment and patient care. Broad expertise and a unique skill set acquired through a combination of evolving professional and personal experience.

***STRENGTHS INCLUDE:***

**Education Delivery** – Provide counseling on a full range of diabetes-related issues including diabetes self-management, drug information support and clinical measures, to adults, children and families, medical professionals, public officials and corporate leadership.

**Communications & PR** – Motivational speaker, writer, televised program moderator, panel participant and media spokesperson experienced in press relations, presentations, fundraising, community service and congressional lobbying.

**Business Leadership** – Strong contributions as a clinical consultant, board member and business consultant, and in business development including sales and marketing. Possess a significant network of diabetes related pharmaceutical, medical equipment, education and consulting contacts.

---

## EDUCATION & CREDENTIALS

**Bachelor of Science in Pharmacy** - Massachusetts College of Pharmacy, Boston, MA  
**Registered Pharmacist** in the State of New York  
**Certified Diabetes Educator**  
**Certified Pump Trainer**, Disetronic Medical Systems & Deltec

---

## PROFESSIONAL EXPERIENCE

[GLAXOSMITHKLINE](#) / **Account Specialist** Syracuse, NY 2011-Pres.  
Serve as Pharmacy Account Specialist for the Community Pharmacy Team. Recipient of the Spirit award for reaching 150% of target goal.

[PRESCRIBE WELLNESS](#) / **Consultant** Orange County, CA 2010-2011  
Prescribe Wellness employs marketing and technology in delivering efficient solutions to clients (pharmacies) to increase adherence and compliance through education. Recruited to develop clinical content and direction, including accurate marketing messages, for a diabetes wellness initiative, and to oversee clinical programs for disease state management.

[ROCHE DIAGNOSTICS](#) / **Trainer, Insulin Pump** Chicago, IL 2003 to 2005  
Designed, developed, and presented medical device training to patients beginning use of insulin pump, coordinating an average of five trainings per month throughout the New York region. Also trained patients in use of [Omnipod's](#) insulin pump.

[RXSCHOOL.COM](#) / **Instructor, Continuing Medical Education (CME)** Los Angeles, CA 2007-2010  
RxSchool offers continuing ed courses for health care professionals. Create and present diabetes-focused webinar training for nursing and pharmacy healthcare professionals, providing bimonthly online training course facilitation.

[J AND M EDUCATIONAL CONSULTING](#) / **Clinical Consultation, Biomedical Communication** Jamesville, NY 1999-present

Maintain continuous awareness of development in the diabetes-focused medical arena, providing corporate consultation and interpretation of key developments. Perform press and media relations.

*Past and present clients and projects include:*

**Alliance Energy** – Provided medication therapy management (MTM) to employees. *2008-2010*

**Guidepoint Global Advisors** – Served within an international network of specialized consultants supporting senior decision-makers in the corporate arena with individualized education and advising on pharmaceuticals. *2008-Present*

**Origin Biomed** – Provided corporate consultation and interpretation of key developments. Worked on clinical studies. Presented an abstract at a poster session at the AADE conference in 2009. Handled press and media relations. *2007-2009*

**Diabetica Research Solutions, Inc.** – Provide public face to creator of the first diabetic-specific energy drink, Restore! Energy™ through liaising with and fielding inquiries from press and broadcast media outlets. Collaborated with marketing to develop strategic communication and messaging. *2005-2007*

**Diabetic Living Magazine / Diabetes Health Magazine** – Conceptualize, develop, and authored feature articles targeting current issues in living with and managing diabetes, creating highly compelling story angles to ensure readership. *2004-Present*

**Newchannel Cable TV** – Served as Program Moderator addressing issues concerning prescription and over-the-counter drugs. *1999-2001*

Also currently in the process of developing a diabetes-related book.

[ALLIANCE HEALTH CALIFORNIA/DIABETICCONNECT.COM](#) / **Advocate** Salt Lake City, UT 2008-2013  
Developed and published web-based content on diabetes and answered questions from members as resident diabetes expert.

[D-LIFE](#) / **Consultant** Los Angeles, CA 2007-Present  
Provided expertise for d-life Q&A and worked on feature stories for their website.

---

**LOGIMEDIX / Territory Sales Manager** Fayetteville, NY 2001-2003

Built an impressive record of diabetic product sales across upstate New York territory; organized and delivered medical device orientation and training for insulin pumps. • Achieved the highest rate of insulin pump sales; increased gross sales by over 500%.

**LIFESCAN & ELI LILLY / Instructor** Carlsbad, CA and Indianapolis, IN 1997-2001

Facilitated CME programs for physicians, pharmacists, and nurses in diabetes, becoming on the program's most requested speakers. Garnered top reviews and satisfaction ratings from program participants.

**INNOVEX / Clinical Educator** Parsippany, NJ 2004-2008

Conducted targeted education for patients and healthcare professionals to promote product sales, providing training on the use of the Lantus® Insulin Pen. Trained up to 50 patients weekly and grew physician referrals. Grew sales by more than 200% through consultative presentation techniques.

**CVS PHARMACY / Supervising Pharmacist** Manlius, NY 1998-2011

Contributed to pharmacy achievement of market dominance throughout the region through managing retail pharmacy operations, overseeing inventory, systems, dispensing activities, and personnel. Performed full range of pharmacist duties including patient history assessment, prescription evaluation, treatment option consideration, and outcome consultation. Directed customer service, over-the-counter medication consulting, medication device demonstration and education, lifestyle change support, and emergency care / physician referral. Recruited, staffed, trained, and supervised pharmacy personnel. • Pioneered a Diabetes Program in collaboration with the local ADA, offering free classes on diabetes self management to participants.

**DIABEASE SKINCARE, Masada Health & Beauty Corp. / Spokesperson** Chatsworth, CA**THE NUTRASWEET COMPANY / Consultant, Medical & Consumer Affairs** Chicago, IL

Assisted in writing abstracts for studies, for presentation at the American Diabetes Conference.

---

**BOARD MEMBERSHIPS**

American Diabetes Association (ADA), Syracuse Chapter 1995-2004

Juvenile Diabetes Research Foundation (JDRF) 2003-2006

---

**PROFESSIONAL ASSOCIATIONS**

American Diabetes Association (ADA)

Juvenile Diabetes Research Foundation

American Association of Diabetes Educators (AADE)

Dietary Supplement Education Alliance (DSEA)

Panel Member, Dlife

---

**ARTICLES**

*all published by Susan B. Sloane, BS, RPh, CDE*

**Diabetes, Fatigue and Dehydration: What's the Connection?**

[http://www.pharmacychoice.com/article/diabetes\\_fatigue.cfm](http://www.pharmacychoice.com/article/diabetes_fatigue.cfm)

**Diabetes Educator of the Month - Susan B. Sloane, BS, RPh, CDE**

<http://diabeteshealth.com/read/2004/11/01/3923/diabetes-educator-of-the-month-susan-b--sloane-bs-rph-cde/>

**Sleep-A Prescription for Better Type 2 Diabetes Control**

<http://diabetesdaily.com/sleep-a-prescription-for-better-type-2-diabetes-control>

**A Mother's Story**

<http://www.parentingdiabetickids.com/blog/a-mother-s-story/>

**The DPP-4 Inhibitor: Lowers Blood Glucose by Working on the Gut**

<http://www.diabeticlivingonline.com/medication/oral/dpp-4-inhibitor-lowers-blood-glucose-working-gut>

**Metformin: Improving Insulin Sensitivity**

<http://www.diabeticlivingonline.com/medication/oral/metformin-improving-insulin-sensitivity>

**Type 2 Diabetes: Growing Waistlines, Growing Problem**

[http://www.rxschool.com/livece/info.cfm/livece\\_id/3292](http://www.rxschool.com/livece/info.cfm/livece_id/3292)

**Chronic Care Focus: Controlling Diabetes in the ICU**

<http://www.pharmacytimes.com/publications/issue/2008/2008-10/2008-10-8711>

**Type 2 Diabetes – Medications To Manage Blood Glucose**

<http://www.diabeticlivingonline.com/medication/oral/type-2-diabetes-medications-to-manage-blood-glucose>

**The Diabetes Daily Post (DDP) Signs with Royal Caribbean Cruise International to Host its "Living Well" Diabetes Education Cruise**

<http://www.prnewswire.com/news-releases/photos/the-diabetes-daily-post-ddp-signs-with-royal-caribbean-cruise-international-to-host-its-living-well-diabetes-education-cruise-152261545.html>

**"Living with Diabetes" Informational Caribbean Cruise**

<https://groups.google.com/forum/#!topic/misc.health.diabetes/9ILvCDnGRmA>