



THE TEXT DOCTOR®

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When “getting it right” really matters

The Text Doctor LLC

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Profile	<p>Freelance copy editor providing medical, scientific, nonfiction, and technical editing for a wide range of clients. I seek to help companies, organizations, and authors by improving the language, flow, structure, clarity, and correctness of their texts.</p> <p>I also add value through consulting, project management, and training in best practices in all stages of developing complex texts.</p>
Partial list of clients	<p>Bart Windrum, author, The Promised Landing: A Gateway to Peaceful Dying Books of Discovery</p> <p>Best Buy, Minneapolis MN</p> <p>CardioText, Minneapolis MN</p> <p>Denver Water, Denver CO</p> <p>DiNatale Water, Boulder CO</p> <p>EnergyFreedomCO, Boulder CO</p> <p>Guidant (now Boston Scientific), St. Paul MN</p> <p>Louis Vanrenen, author, Wally and Zizza's Amazing Journey: A Vanrenen Saga</p> <p>Medtronic, Inc, Minneapolis MN</p> <p>Optimetra, Inc., Colorado Springs CO</p> <p>Oregon Health & Science University, Portland OR</p> <p>United Health (Ingenix [Optum]), Eden Prairie MN</p> <p>Western Resource Advocates, Boulder CO</p>
Editing projects	<p>Optimetra, Inc., 2009–present</p> <ul style="list-style-type: none">• Edit Medicaid (managed care) proposals <p>DiNatale Water, 2017–present</p> <ul style="list-style-type: none">• Edit final project reports on water issues <p>Western Resource Advocates, 2018–present</p> <ul style="list-style-type: none">• Edit final project reports on water conservation <p>Books of Discovery, 2018</p> <ul style="list-style-type: none">• Edited <i>Massage Therapist's Guide to Pathology</i>, 7th edition <p>Oregon Health & Science University—Curriculum Development Center, 2011–2012</p> <ul style="list-style-type: none">• Wrote and edited lecture slides and audio transcripts for healthcare technology <p>United Health Group, Eden Prairie MN, 2006–2012</p> <ul style="list-style-type: none">• Interim Managing Editor, Ingenix Pipeline Healthcare Project (now Optum Insight), 3 different contracts; created internal Style Conventions based on <i>American Medical Association (AMA) Manual of Style</i>

Denver Water, Denver CO, 2008–2013

- Consulted on and edited communications for Colorado Hazardous Cross-Connection and Backflow Prevention Program
- Taught Technical Writing

Best Buy, Richfield MN, 2001–2012

- Edited Sales Supervisor Training, six training modules
- Taught Business and Technical Writing

Medtronic, Inc. Fridley MN, 2007–2010

- Edited textbook chapter for publication (Elsevier)
- Edited clinical submissions
- Edited journal submissions for Cardiac Rhythm Disease Management division
- Created Style Conventions for Neuromodulation Division based on the *AMA Manual of Style*

Cardiotext, Minneapolis MN, 2010

- Edited 2600-page manuscript, *Cardiovascular Pharmacotherapeutics*, 3rd edition by William H. Frishman and Dominic A. Sica, editors

CVRx, Minneapolis MN, 2008–2009

- Edited Labeling Guidance for an investigational device
- Revised criteria statement for a clinical trial

3M Healthcare, St. Paul MN, 1994 and 2001

- Helped scientists polish articles for submission, 2001
- Project-managed, edited, and wrote quality guidelines for hospitals (200+ pages), 1994

ASQ Quality Press, Milwaukee WI, 1997

- Edited three books on quality using *Chicago Manual of Style (CMOS)*

Newton's Apple, St. Paul MN, 1991–1993

- Edited Newton's Apple Laserdisc project; wrote middle-school science teacher materials using *CMOS*.

Training projects

Medtronic, Inc (1990–2016): Taught technical writing open-enrollment classes and webinars worldwide (usually 8 to 12 classes per year) as well as individual division classes (Sofamor Danek, Medtronic Arizona Device Manufacturing, Neuromodulation, and Medtronic Heart Valves). Coached individuals writing clinical protocols, engineering change orders, procedures for implantation and manufacturing, and FDA submissions. Provided current best-practice advice for revising these documents, especially for using plain language.

CH2M Hill (2014): Taught technical writing webinars to civil engineers in the United States and OUS.

Guidant (now Boston Scientific) (1990–2007): Taught technical writing open-enrollment classes (usually 4 to 6 classes per year) and individual department classes (Clinical Programs, Events Analysis). Coached individuals writing clinical protocols, engineering change orders, procedures for implantation and manufacturing, and FDA submissions.

<p>Education and certification</p>	<p>AMWA (American Medical Writers Association): Essential Skills certificate (8 graded courses), 2010; Concepts in Science and Medicine certificate (8 graded courses), 2013, www.amwa.org</p> <p>BELS (Board of Editors in the Life Sciences): Board-certified (ELS), 2010, www.bels.org</p> <p>PhD in English, University of Minnesota; MA in English, University of Hawaii; BA in English, University of Pennsylvania</p>
<p>Memberships, affiliations, and awards</p>	<p>AMWA (American Medical Writers Association) www.amwa.org; Rocky Mountain Chapter President (2011–2013); Immediate Past President, 2013–2017</p> <p>Boulder Editors http://www.bouldereditors.org/, member and blog manager</p> <p>BWA (Boulder Writers Alliance) www.bwa.org, member and volunteer</p> <p>Professional Editors Network www.pensite.org, member and volunteer</p> <p>STC (Society for Technical Communication) www.stc.org, member, Fellow, 2011; member, Technical Editing SIG</p> <p>Toastmasters www.toastmasters.org, Distinguished Toastmaster (DTM) Award, 2013</p>
<p>Editing tools that increase my speed and accuracy and save you money</p>	<p>Dual large-screen monitors (27") for faster fact-checking and editing</p> <p><i>PerfectIt Pro</i>, an add-on for MS Word that calls out inconsistencies not flagged by spellcheckers including inconsistent acronym use, random capitalization, and inconsistent numbers and spelling</p> <p><i>AMA Manual of Style</i></p> <p><i>Associated Press Stylebook</i> print and online</p> <p><i>CMOS</i> print and online</p> <p><i>Gregg Reference Manual</i></p>
<p>Testimonial</p>	<p>Bette assisted us by editing monograph articles for our web-based Health Technology Pipeline product. The articles covered a wide variety of subjects: new pharmaceutical products, biologics, medical devices, new generic medications, and guideline changes affecting the healthcare industry in the United States. Bette consistently exhibited a wide breadth of understanding and knowledge about the medical and pharmaceutical, physiology, pharmacology, competitive environment, and reimbursement nuances associated with new healthcare technologies. She provided exceptional editorial services that encompassed the technical language and grammar edits as well as medically oriented information edits and reference checks.</p> <p style="text-align: right;">Lincy S. Lal, PharmD, PhD Director–Healthcare Pipeline and Research Optum Insight, Optum [previously United Health] Email: lincy.lal@optum.com</p>
<p>Book publications</p>	<p>Business Matters: An Independent Freelancer’s Guide to Business Survival. XML Press. December 2013.</p> <p>Webinar School: Planning, producing, and presenting your training webinar. XML Press. November 2016.</p>