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## **Carmen M. Walsh**

**Independent, conscientious professional writer, editor, and designer experienced in helping healthcare, business, academic, and nonprofit clients**

Carmen Walsh brings to every project a clear, audience-friendly communication style—effective whether the audience is a group of sales representatives, a board of executives, or a class of college freshmen.

While Carmen's education focused on writing, she gained most of her full-time work experience in the healthcare industry. When she joined Advance Paradigm's rebate contracting department in 1997, she worked directly with all the major pharmaceutical manufacturers. She played a pivotal role in improving and establishing the PBM's contracting processes through its various acquisitions, including that of PCS. In 2001, Carmen left her position as AdvancePCS' senior contract administrator when the company created a new department—to track the progress and analyze the impact of pipeline pharmaceuticals, and to provide that information to healthcare administrators. She acted both as a clinical writer—researching and writing product profiles and news items—and as a product manager—creating business processes, writing marketing and technical materials, and communicating with key clients.

Since the spring of 2003, Carmen has concentrated full-time on her company—Walsh Writing. As a freelance writer, editor, and designer, she works with a variety of clients, including small-business owners, nonprofit organizations, and small and large companies in fields including healthcare, marketing, publishing, and education. She helps her clients create and improve their materials, including books, training manuals, white papers, reports, newsletters, advertisements, posters, presentations, and websites. She has written materials related to a variety of therapeutic areas, including congestive heart failure, dyslipidemia, hypertension, cervical cancer, asthma, multiple sclerosis, and diabetes. She has also helped to write and edit educational materials in a variety of areas, from using computers to support academic goals to abiding by ethical guidelines in the pharmaceutical industry to succeeding in the managed care environment.

Carmen graduated summa cum laude from Towson University with a master's degree in professional writing. She has served as an adjunct writing instructor at the university, teaching freshman composition and business writing courses.