

donna shryer

health writer

medical communications

evidence-led storyteller

With a foundation in deep research, an insatiable curiosity, and the ability to empathize with my readers, I find the human story inside the clinical data. That magic point of discovery jumpstarts everything — the accuracy, the rigor, the narrative. The result is content that makes a physician lean forward and a patient feel seen.

- [Med Comms Capabilities](#)

- ▶ Literature evaluation and evidence synthesis ▶ Scientific accuracy and referencing ▶ Plain-language translation ▶ Congress coverage and poster summaries ▶ KOL/interview development ▶ Cross-functional/client collaboration ▶ Digital editorial production

- [Med Comms Highlights](#)

- ▶ [Clinical Daily News — McKnight's Long-Term Care News | 2023-2026](#)

Curated 10-12 promising studies daily and translated complex findings into clear, engaging summaries selected by editorial leadership; linked readers directly to original research.

- ▶ [Rare Disease Campaign — Boundless Life Sciences Group | 2021-2025](#)

Served as senior writer across the full Friedreich Ataxia disease education arc — from raising physician awareness of this rare, frequently misdiagnosed disease to empowering newly diagnosed patients. Contributed to ThinkFA.com, an unbranded physician education campaign that built disease awareness ahead of Skyclarys, the first and only FDA-approved treatment for FA (February 2023). Following approval, contributed to We Are FA, a patient education brochure helping newly diagnosed FA patients understand their disease, progression, and care team.

- ▶ [Regulated Marketing Content — Boundless Life Sciences Group | 2021-2024](#)

Located and applied scientific data to support creative concepts; wrote cross-channel content (websites, email, banners) with references supporting regulatory requirements.

- ▶ [Medical Conference Coverage — eHealthcare Solutions | 2014-2021](#)

Attended sessions, posted topical updates, summarized posters, and highlighted breakthroughs; directed and curated onsite interviews with industry experts across major meetings (ACTRIMS/ECTRIMS, AAAAI, AAN, ACCP, AADE).

- ▶ [Parkinson's Disease Ebook — McKnight's Home Care for ComForCare | 2025](#)

Wrote a longform, KOL-driven ebook bridging clinical Parkinson's disease management with specialized home care. Interviewed KOLs, translated evidence-based care protocols across four disease domains, and wrote for a dual audience — HCPs guiding patients and the caregivers supporting them at home.

- ▶ [Congress Presentation Development | 2025](#)

Collaborated with creative and account teams to develop narrative transitions for an oncology leadership forum presentation, connecting complex scientific data points with host-city cultural context. Maintained medical accuracy while elevating audience engagement through storytelling.

For experiences, see page 2.

- Longform & Editorial Work

- Medical Association & Society Features

- ◊ *Quest*, Muscular Dystrophy Association

- Authored patient profiles and treatment-focused features for this national MDA publication, translating complex therapeutic advances in muscular dystrophy into stories that honored both the science and the people benefiting from it.

- ◊ *Momentum*, National Multiple Sclerosis Society

- Covered emerging MS treatments and complementary and alternative medicine for this national MS Society publication — reporting on options that lived at the edges of conventional care and mattered deeply to patients navigating daily life with a chronic, unpredictable disease.

- ◊ *Inova*, Inova Health System

- Produced deeply reported, longform profiles of internationally renowned physicians, spotlighting innovations including robotic surgery, translational medicine, and environmental health initiatives — writing that required earning the trust of world-class clinicians and translating their expertise for patients, families, and the broader Inova community.

- Health & Wellness Features

- ◊ Contributed regularly to awarenessmonthly.com for eHealthcare Solutions, researching emerging and underrepresented health topics and interviewing KOLs. Coverage ranged from meningitis and hidradenitis suppurativa to art museum prescriptions for mental health, AI's expanding role in healthcare, and the science of cannabinoids — always looking behind the headline for the story that mattered.

- Perspective

When my sister was diagnosed with acute myeloid leukemia, I became her caregiver through chemotherapy, stem cell transplant, and months of quarantine. Living inside that bubble, I learned how the immune system works, how it can fail, and the terrifying, hopeful possibility of rebuilding it. That experience didn't just deepen my empathy for patients and the physicians who fight for them — it changed how I read a clinical study and how I write about it. Behind every data point, I now know, there is someone waiting.

- Tools & Platforms

- PubMed ➤ WordPress ➤ Oracle Eloqua ➤ Microsoft Office (Word, PowerPoint, Excel) ➤ Google Docs

- Working knowledge: HTML, Adobe Creative Cloud ➤ AI Proficiency: Actively building skills in AI-powered tools for clinical content development and accuracy through ongoing webinars and professional development