



Leann Poston, M.D., MBA, M.Ed.

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Professional Summary

A dynamic and versatile medical professional who combines medical expertise with business acumen and educational insights to drive strategic content development, I am a licensed physician with a passion for creating engaging content aimed at enhancing patient care and reducing healthcare costs. I am seeking medical writing opportunities in CME.

Skilled in medical writing and editing and possessing technical proficiency, I have a proven track record of writing success in various therapeutic areas directed toward lay and professional audiences.

Therapeutic areas: pediatrics, endocrinology, reproductive/women's health, gastroenterology, kidney/urinary tract disease, neurology, pulmonology, infectious disease, cardiovascular disease, medical genetics, dermatology, immune-mediated disorders, and rare diseases

Core Qualifications

Medical Writing

- Extensive experience in developing CME needs assessments, learning objectives, agendas, assessments, and slide decks tailored to align with learning objectives and meet ACGME standards.
- Proficient in creating SEO content and copy optimized for healthcare audiences to enhance online visibility and engagement.
- Skilled in synthesizing complex research into concise research summaries and comprehensive white papers.
- Expertise in crafting pharmaceutical patient information guides and conducting gap analyses to address informational and clinical needs.

[Writing samples: LTP Creative Design, LLC \(leannposton.com\)](#)

Editing

- Led teams of ghostwriters in producing high-quality medical and business content.
- Certified in editing with a keen eye for detail and adherence to professional standards and style guides.
- Contributed to the advancement of healthcare professionalism by serving as the chief editor for the Academy of Healthcare Professionalism's publications.

Technical

- Recognized certifications in inbound marketing, email and content marketing, and enhancing digital communication strategies.
- Certified in accessibility for Microsoft Word and PowerPoint, ensuring content compliance with WCAG guidelines.
- Advanced knowledge of adult learning theory and multimedia principles, optimizing instructional design for learners.

- Proficient in multiple content management systems and HubSpot Marketing email, facilitating seamless workflow management.
- Daily user of Microsoft Office 365, MS Teams, OneDrive, EndNote, Basecamp, and Zoom.

Certifications/Licensure

- Diversity, Equity, and Inclusion in the Workplace, University of South Florida, Muma College of Business, 2021
- Quality Matters Certificate Independent Applying the Q.M. Rubric, 2016
- Poynter Institute Editing and Proofreading
- Poynter ACES Certificate in Accurate, Audience-Focused Editing
- Ohio Medical License, Physician and Surgeon, expiration 4/01/2026

Professional Experience

Medical Writer (June 2018–Present)

LTP Creative Design LLC, Dayton, Ohio

- Research, write, and edit articles, white papers, and CME grant responses across various biomedical areas.
- Develop patient education materials and continuing medical education content, ensuring accuracy and relevance.
- Collaborate with leading healthcare organizations and startups to deliver impactful content.

Assistant Dean, Student Affairs and Admissions (2015-2018)

Wright State University Boonshoft School of Medicine, Dayton, Ohio

- Developed, led, coordinated, and evaluated the Boonshoft School of Medicine career advancement program, oversaw student affairs and admissions initiatives.
- Led strategic initiatives to enhance student experience and introduced innovative technologies in medical education.
- Chaired the admissions committee, prepared yearly reports, and contributed to educational committees, driving continuous improvement in medical education.

Education

- **Doctor of Medicine**, Wright State University School of Medicine, now Boonshoft School of Medicine, Dayton, Ohio, 1990.
- **Master of Business Administration**, Raj Sooin School of Business, Wright State University, Dayton, Ohio, 2019.
- **Master of Education in Educational Technology and Instructional Design**, Wright State University, Dayton, Ohio, 2018.

Professional Memberships

- American Medical Writers Association
- Academy for Professionalism in Healthcare
- American Copy Editors Society
- Association of Health Care Journalists
- National Association of Science Writers