

# SAMUEL PETTYJOHN

## EDUCATION

- Master of Public Health in Health Policy** 2010  
Saint Louis University, St. Louis, MO
- Bachelor of Arts in English** Minors: Creative Writing, Multimedia 2006  
Bradley University, Peoria, IL

## EXPERIENCE

**Center Coordinator** April 2015-December 2016

*East Tennessee State University College of Medicine  
Center for Excellence in Inflammation, Infectious Disease, and Immunity*

- Research Coordinator
  - Develop short overviews for publication detailing research findings, new projects, grant awards, and student work.
  - Understand current research efforts and implement methods for communication, coordination, and shared efforts between center members.
  - Collect and maintain records for use in grant efforts including NIH required documentation, member CVs, and databases.
  - Build and maintain relationships with other university departments and colleges including the Office of Development and University Relations.
- Content developer CIIDI website
  - Design and build out new center website with a content management system.
  - Update pages regularly and coordinate CIIDI related publicity with other university departments.

**Health Literacy Program Manager** 2010-July 2014

*Health Literacy Missouri, St. Louis, MO*

- Project manager for St. Louis FQHC Patient Focus project (February 2011-September 2012)
  - Worked with senior FQHC management to develop potential interventions.
  - Developed "Before You Go..." signage with HLM plain language team and VP of Clinical Services.
  - Developed expertise on the use of universal symbols in healthcare for low literate populations.
  - Oversaw production and implementation of signage across 3 clinics
  - Provided evaluation consultation to lead evaluator.
- Project manager for Poplar Bluff Regional Medical Center / Twin Rivers Regional Medical Center Re-admission project. (May 2011-December 2012)
  - Worked with hospital staff for data collection purposes.
  - Acted as lead contact for regular progress reports to senior management of HLM and Health Management Associates.
  - Oversaw instruction of hospital staff in intervention trainings.
  - Provided evaluation consultation to lead evaluator and statistician.
- Project manager for Esse Health Clinics Health Literacy Initiative (October 2012-July 2014)
  - Provided Health Environment Assessment of Internal Medicine clinic and Pediatrics clinic in St. Louis area

- Developed and implemented action plans to offer environmental and staff improvements in health literacy and patient-centered communications.
- Trainer and Trainings Developer for Clear Understanding, Verbal Communication, Cultural Competency, and Facility Assessment trainings.
  - Provide training to clinical and professional staff around the state
  - Develop and regularly refine trainings with the HLM team and contractors
  - Deliver presentations on health literacy to thought leaders around the United States
- Health Environment Assessment Team Leader
  - Research and develop best practices for patient-centered care and design
  - Create and disseminate Health Environment Assessment reports and findings for a variety of clients
  - Develop and pilot test a Health Environment Assessment checklist for standardization and validation of HEAs across organizations
  - Develop a crosswalk between Public Health Accreditation Board (PHAB) standards and Health Environment Assessment measures for use in Local Public Health Departments.

**Ethical Force C-CAT Trained Consultant**

2012-June 2014

*American Medical Association*

- Trained to deliver the AMA's Communication Climate Assessment Toolkit to health care organizations.

**Development Intern**

2009-2010

*Saint Louis University Cancer Center, St. Louis, MO*

- Coordinated interdisciplinary studies and programs between the SLU Cancer Center and other partners.
  - Worked with SLU SPH PIs to write dynamic work plans for public health / cancer prevention interventions for review by funders.
  - Partnered with Saint Louis Symphony personnel on "No Strings Attached" student symphony, and "Music as Medicine" project.
  - Provided communications support for "Fresh Gatherings" project to provide nutritional information and healthy food options to infusion patients.
- Redesigned smoking cessation program to utilize proven behavioral science models and evaluation methods.
  - Developed beginning curriculum to address English as second language patients.

**Owner, Graphic Artist**

2009-2014

*Pick 2 Designs, St. Louis, MO*

- Principle graphic artist, web and content developer, social media consultant
  - Developed branding campaign for Historic Shaw Art fair 2010.
  - Contracted to produce all research and development mock-ups for Saint Louis University Hospital marketing department.
  - Contracted primary graphic artist and designer for Healthy Start East-St. Louis.
  - Oversaw social media campaigns for artist and volunteer recruitment for two St. Louis events.
  - Developed branding campaign Shaw Neighborhood Housing Corporation.
  - Worked with subcontractors on building signage and façade for several historical properties.

**Graphic Artist**

2007-2009

*Washington University in Saint Louis/SLU School of Public Health, St. Louis, MO*

- Line Artist, communications team member

- Produced quality print and media materials for use in disease prevention interventions.
- Developed presentations to aid in the explanation and dissemination of data collected from behavioral experiments.
- Wrote content for internal and external websites for the university and other clients.
- Managed complex and a large-scale print jobs internally and through various vendors.

**Health Policy Intern**

2007-2008

*Dr. Tim McBride, SLU School of Public Health, St. Louis, MO*

- Policy Intern, SAS coder and policy analyst
  - Reviewed Missouri SCHIP data and offered expansion scenarios.
  - Read and reviewed policy briefs and developed outlines and reports.
  - Designed easy to read and graphically appealing briefs for policy makers.

**SELECTED MEDIA APPEARANCES AND PRESENTATIONS**

"Changing Your Communication Climate, Improving Patient Outcomes"  
*Center for Patient Safety's Eighth Annual Patient Safety Conference, March 21, 2014. St. Louis, MO*

Panelist on health literacy and the Affordable Care Act  
*"Stay Tuned" Health Care Wrap-up Episode 203 Air date December 20, 2013 KETC9 PBS*

"Health Literacy and Cultural Competency"  
*Missouri Coalition of Community Mental Health Centers & Psychiatric Rehab Conference, October 25, 2013. St. Louis, MO*

"Making Your Communication More Clear"  
*Indiana Hospital Association Patient and Family Engagement Conference: "Meeting the Patient Where They Are" October 22, 2013. Indianapolis, IN*

"Using Social Media to Promote Your Organization and Health Literacy"  
*The Institute for Health Care Advancement 12<sup>th</sup> Annual Health Literacy Conference, May 8, 2013. Irvine, CA*

"How to Make Your Health Care Materials Easy to Understand"  
*Wisconsin Health Literacy Summit, April 9, 2013. Madison, WI*

"Verbal Communication Skills"  
*Wisconsin Health Literacy Summit, April 10, 2013. Madison, WI*

"Clear Understanding: An Introduction to Health Literacy"  
*Missouri HEN Statewide Improvement Collaborative Training, September 6-7 2012, Columbia, MO*

**HONORS**

- Boy Scouts Eagle Scout Award 2000
- Bradley University Fellows Program 2002-2006
- Health Literacy Missouri Service Award 2014

**SKILLS**

- Policy and program evaluation at macro and micro levels in both community and clinical settings.
- Program design and implementation.

- Plain Language translation and design for readability.
- Content development for health communications.
- Technical proficiency in graphic art, web, audio, e-learning, and print production.
- General project evaluation knowledge.
- Management of diverse and specialized technical teams.