

Clerk File No. 313236

Appointment of Dana M. Lewis as member,  
Citizen's Telecommunication and Technology  
Advisory Board for a term of confirmation to  
October 1, 2015.

## The City of Seattle – Legislative Department

Clerk File sponsored by: Bruce A. Howell

### Committee Action:

Date	Recommendation	Vote
9/24/2013	Confirm	BH

Related Legislation File: \_\_\_\_\_

Date Introduced and Referred: 9.3.13	To: (committee): Public Safety, Civil Rights and Technology
Date Re-referred:	To: (committee):
Date Re-referred:	To: (committee):
Date of Final Action: 9/30/13	Disposition: Confirmed

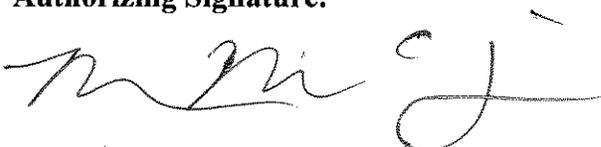
This file is complete and ready for presentation to Full Council. \_\_\_\_\_

### Full Council Action:

Date	Decision	Vote
9/30/13	Confirmed	9-0

# City of Seattle

## Notice of Appointment

<b>Name:</b> <div style="text-align: center; font-size: 1.2em;"><i>Dana Lewis</i></div>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Reappointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> <div style="text-align: center;"><i>First Hill</i></div>	<b>Zip Code:</b> <div style="text-align: center;"><i>98101</i></div>	<b>Contact Phone No.:</b>
<b>Appointed to:</b> <div style="text-align: center;"><i>Citizen's Telecommunication and Technology Advisory Board</i></div>		<b>Date of Appointment:</b> <div style="text-align: center;"><i>July 15, 2013</i></div>
<b>Authority (Ord., Res.):</b> <div style="text-align: center;"><i>Ordinance 121568</i></div>		<b>Term of Office</b> <b>From:</b> <i>Confirmation</i> <b>To:</b> <i>10/1/2015</i>
<b>Background:</b> <div style="text-align: center;"><i>NEW Appointment</i></div> <p><i>Dana Lewis created and moderates the internationally-recognized #hcsn (health care communications and social media) conversation and community on Twitter. She is also the digital media &amp; eHealth strategist for Swedish, where she implements social and digital health strategies across the organization. She is passionate about using technology to facilitate conversations and collaboration to benefit our communities and improve health care.</i></p> <p><i>Dana serves as an advisor to the Mayo Clinic Center for Social Media and frequently consults for a variety of health care organizations on the intersection of digital/social media and eHealth initiatives. Her diverse experiences include co-founding and organizing the first international social health 'unconference' as well as creating and teaching a college course for students with diabetes. She also volunteers with the American Diabetes Association.</i></p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointment:</b> <div style="text-align: center;"><i>Mayor Mike McGinn</i></div>

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 CITY CLERK

# Dana M. Lewis, Digital Health Strategist

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## OVERVIEW

- **Accomplished health communications and digital strategist** with experience in strategic planning and communications combined with an extensive track record of measuring and implementing successful digital campaigns/programs with a multi-faceted understanding of complex and ever-changing health care environment.

## EXPERIENCE

- **Manager, Digital Marketing & Internal Communications**, Swedish Medical Center, Seattle, WA (2010 - present)
  - Solely responsible for development and implementation of social and digital policies and strategies across the organization, in addition to contributing to strategic planning, crisis communications, and more.
  - Initiatives include the #SleepUp (5.5+ million media impressions, 10,000 individuals directly engaged in 12 hours), live streamed surgeries, creating and administering a system-wide blog with dozens of clinical bloggers (<http://www.swedish.org/blog>), successful internal education programs reaching thousands of employees, a labor communications blog, and more (<http://www.swedish.org/engage>).
  - Drove more than 1 million YouTube views in a year
- **#hscm (healthcare communications & social media)** (3+ years - ongoing)
  - Founder & moderator of first health chat on Twitter; created Jan. 2009; community spans 5 continents
- **Health Communications Strategist** (5 years - ongoing)
  - Strategic planning and development for both traditional and digital media, and writing and editing web content for health care and communications organizations
  - Develops social media strategy, coaching/education/training for individuals or groups (physicians, senior leaders, communication or marketing staff, etc.), policy development, risk management, online community facilitation and moderation, etc.
  - Previous clients include national non-profit patient organizations, private consulting groups, hospitals and health systems, pharmaceutical companies, etc.
- **Associate, Close Concerns** (4 years - ongoing)
  - Consults on digital & social trends in health care, e-patient perspectives, and diabetes technology
  - Increased subscribers of patient-focused e-newsletter by 200% within first six months
- **Social Media Manager, The Crimson White** (1 year)
  - Managed a three-person team and developed the social media department while building the CW's internal social media strategy and policies, and integrating two-way capabilities into web site.
  - Social media efforts grew traffic to the newspaper's web site by 20% within the first month. Also initiated the use of social media tools for live reporting and coverage.
- **Prior experiences:** ARAMARK, American Diabetes Association, Novo Nordisk, The University of Alabama Office of Media Relations, The University of Alabama Career Center, 3 years of undergraduate research.
- **Technical experience includes:** HTML, C++, FORTRAN 90, SPSS, SharePoint, InDesign, DreamWeaver, Vocus, Facebook, YouTube, Twitter, podcasts, livestreams/chats, RSS, blogs, Wordpress, community management, Social Mention, Google Alerts, Radian6, Kentico/CMS, etc.

## EDUCATION

**Bachelor of Arts in Communication & Information Sciences**, The University of Alabama

**Double Major:** Public Relations & Political Science      **Minor:** Computer-Based Honors Program

- Designed and implemented class for first-year students with diabetes; class published in *Diabetes Spectrum*
- Graduated Honors, with Thesis – analysis of social media in the healthcare industry
- Chaired Honors College Student Advisory Board
- 2-time All-USA College Academic Team member ; nominated for Marshall and Truman scholarships; Truman Finalist
- Phi Beta Kappa, John Fraser Ramsey Award, Most Outstanding Computer-Based Honors Program Student Award

References and additional details available at <http://linkedin.com/in/danalewis>

Citizens Telecommunications & Technology Advisory Board  
As of July 2013

9 members with two-year terms, renewable for one additional term; and  
1 Get Engaged young adult member with a one year term. All subject to Council confirmation.

- 4 At Large Appointed by Council
- 3 At Large Appointed by Mayor
- 3 Special Appointed by Mayor, representatives of
  - Education
  - Public Access to Telecommunications
  - Get Engaged young adult position

D <sup>o</sup>	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	Dolin, Robert	2/25/13	1/01/15	2 <sup>nd</sup>	Chair, At Large	Council
6	M	2	Krokower, Ben	3/26/12	1/1/14	1 <sup>st</sup>	Vice Chair, At Large	Council
6	F	3	Lewis, Dana	8/7/13	1/01/15	1 <sup>st</sup>	At Large	Mayor
1	M	4	Hsi, Brian	2/25/13	1/01/15	2 <sup>nd</sup>	At Large	Council
6	F	5	Wedlake, Stacey	2/25/13	1/01/15	2 <sup>nd</sup>	Education	Mayor
6	M	6	Duggan, Phillip	8/7/13	9/01/14	1 <sup>st</sup>	Get Engaged	Mayor
1	F	7	Fernandes, Beryl	3/26/12	1/1/14	1 <sup>st</sup>	At Large	Mayor
		8	Vacant		1/01/15		At Large	Mayor
2	F	9	Nourisha Wells	2/25/13	1/1/15	1 <sup>st</sup>	At Large	Council
1	M	10	Daniel Hoang	2/25/13	1/1/15	1 <sup>st</sup>	Public Access	Mayor

**Diversity (including new Council and Mayoral appointees)**

			(1)	(2)	(3)	(4)	(5)	(6)		
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latin@	Native-American	Other**	Caucasian
<b>Mayor</b>	2	3	1	2	2				*	3
<b>Council</b>	3	1		2	1	1				2
<b>Other Bodies</b>										
<b>Total</b>	5	4	1	4	3		1			5

\*One member has color blindness.