C.F. 312550

City of Seattle

Notice of Appointment

Name: ***Dana Lewis***		☒ **Executive Appointment** ☐ **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *First Hill*	**Zip Code:** *98101*	**Contact Phone No.:**
Appointed to: *Citizen's Telecommunication and Technology Advisory Board*		**Date of Appointment:** *September 1, 2012*
Authority (Ord., Res.): *Ordinance 121568*		**Term of Office** **From:** *Confirmation* **To:** *9/1/2013*

Background:

NEW Appointment

Dana Lewis created and moderates the internationally-recognized #hcsm (health care communications and social media) conversation and community on Twitter. She is also the digital media & 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.

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.

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CITY CLERK

Authorizing Signature:	**Name and Title of Officer Making Appointments:** *Mayor Mike McGinn*

Dana M. Lewis, Digital Health Strategist

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

- **Interactive Marketing Specialist,** Swedish Medical Center, Seattle, Washington (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

- **#hcsm (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 January 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*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	*Dolin, Robert	1/24/11	1/01/13	1st	Chair, At Large	Council
6	M	2	Krokower, Ben	3/26/12	1/1/14	1st	Vice Chair, At Large	Council
6	F	3	Lewis, Dana	1/22/13	9/01/13	Only	Get Engaged	Mayor
1	M	4	*Hsi, Brian	1/24/11	1/01/13	1st	At Large	Council
6	F	5	*Wedlake, Stacey	1/24/11	1/01/13	1st	Education	Mayor
3	M	6	*Carrillo, Jr, Daniel	1/24/11	1/01/13	2nd	At Large	Mayor
1	F	7	Fernandes, Beryl	3/26/12	1/1/14	1st	At Large	Mayor
6	F	8	*Martin, Marina	1/24/11	1/01/13	1st	At Large	Mayor
		9	Vacant				At Large	Council
		10	Vacant				Public Access	Mayor

** Pending reconfirmation for second term*

***Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	1	4	1	2	1		1			3
Council	3	0	1	1	1					2
Other Bodies										
Total	*4*	*4*	*2*	*3*	*2*		*1*			*5*

***Other includes diversity in any of the following: race, gender and/or ability*