

## John Dixon

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### Career summary

- I have had considerable experience working as a hospital doctor and as a GP in the UK NHS up until 2002.
  - Between 2003 and 2008, I completed an MBA at Warwick University Business School and had four years working as a project manager and in practice-based commissioning for Hertfordshire Primary Care Trusts.
  - From 2008 to 2013, I was Director of Medical Communications for a medical communications agency, delivering a wide variety of communication projects for medical equipment and pharmaceutical company clients as a medical writer and healthcare communications specialist.
  - Having gained considerable experience in medicine and healthcare communications, and having strong medical and business management qualifications, I now work independently as a consultant in healthcare communications.
  - Throughout my career I have enjoyed teaching and being taught, and the peer-reviewed academic literature has been central to my work. My consulting and training interests include supporting scientific writers to ensure scientific communications are accurate, understandable and use appropriate language; and helping scientists make the most of their research through effective scientific writing and presentation, and good publication planning and practice.
  - I am now the Director of Libra Medical Marketing Limited. Through our Libra Communications Training service we provide specialised training in scientific writing, editing, publication planning, presentation skills and grant applications for scientists across a broad range of disciplines in universities and research institutes.
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### Academic and professional qualifications

<b>MBA</b>	2007	Master of Business Administration (Distinction), University of Warwick Business School
<b>MRCGP</b>	1991	Member of the Royal College of General Practitioners, London
<b>DRCOG</b>	1991	Diploma of the Royal College of Obstetricians and Gynaecologists, London
<b>FRCS</b>	1988	Fellow of the Royal College of Surgeons of England (Otolaryngology)
<b>FRCS</b>	1986	Fellow of the Royal College of Surgeons of Edinburgh (General Surgery)
<b>MB BS</b>	1982	Bachelor of Medicine and Surgery, Guy's Hospital, University of London
<b>BA</b>	1979	Physiological Sciences, Pembroke College, University of Oxford

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### Experience: **Current position**

2013 - present Healthcare Communications Consultant, Libra Medical Marketing, Bishop's Stortford, Hertfordshire

### Experience: **Medical communications**

2008 - 2013 Director of Medical Communications, InterComm International, Linton, Cambridgeshire

### Experience: **NHS management**

2007 - 2008 Practice-based Commissioning Manager, Hertfordshire PCTs

2003 - 2007 Independent Contractor Project Manager, Hertfordshire PCTs

### Experience: **Full-time medical practitioner in the NHS**

1991 - 2002 Partner in general practice, Bishop's Stortford

Hospital Practitioner in ENT Surgery (1993-2001), Addenbrooke's Hospital, Cambridge

1989 - 1991 Senior House Officer posts in obstetrics & gynaecology, paediatrics and neonatology, Queen's Medical Centre and City Hospitals, Nottingham; GP Vocational Training Scheme, Harrogate

1987 - 1989 Registrar in ENT, Queen's Medical Centre, Nottingham

1986 - 1987 Senior House Officer in ENT, Charing Cross Hospital, London

1984 - 1986 Accident and emergency medicine / surgical training, Royal Surrey County Hospital, Guildford

1983 - 1984 Demonstrator in anatomy, Charing Cross Hospital, London

1982 - 1983 House Officer in surgery & medicine, Professorial Units, Guy's & Lewisham Hospitals, London

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## Professional associations and memberships

- Royal College of Surgeons, England
- Royal College of Surgeons, Edinburgh
- Royal College of General Practitioners, England
- Member (by invitation) of a national steering committee (2000-2001) responsible to the Department of Health, to assess pilot studies to develop best practice guidelines in ear, nose and throat surgery.

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## Examples of educational experience, healthcare communication projects and publications

### Education, teaching and supervision

- Provision of training in writing, editing, publication planning, presentation skills and grant applications for scientists across a broad range of disciplines in universities and research institutes
- As agency-based Director of Medical Communications: edited and supervised the writing and editing of a wide range of academic and marketing materials produced by the agency's editorial department.
- As Project Manager for Hertfordshire PCTs: delivered workshops and lectures to clinicians, practice managers and PCT staff on the Quality and Outcomes Framework (remuneration for data quality in general practice)
- As Hospital Practitioner: lecture on nasal allergy to clinicians at Addenbrooke's Hospital, Cambridge
- As Demonstrator in Anatomy: lectures in anatomy to medical students, physiotherapists and nurses

### Healthcare communication projects - as Director of Medical Communications

- Research client needs for marketing communications and deliver presentations to secure project work for agency

### *Europa Organisation*

- Co-editor of the 'Daily' at annual international congress of interventional cardiologists (EuroPCR) 2008-12
- Production of press releases at EuroPCR 2011/2012

### *Novartis*

- Disease awareness social networking project – website design, embedded videos, links to *facebook* and *twitter*, patient blogs, interactive educational tools
- Key opinion leader training workshop for new product: technical slide presentations and media training

### *Sanofi Pasteur*

- Preparation of monograph and training presentation for new vaccine

### *Boston Scientific*

- Gap analysis of physician survey: expectations vs. experience of new medical device requiring data cleaning, analysis, presentation and conclusions to inform future marketing strategy

### *Abbott Laboratories*

- Organisation and facilitation of advisory boards to explore new opportunities for established products

### Healthcare communication projects - as Healthcare Communications Consultant

#### *Parexel*

- Extensive work in preparation of presentations for medical congresses on type 2 diabetes; writing/editing of monographs on mode of action (SGLT2 inhibition) and new product

#### *EMEDITS Global Ltd*

- Preparation of manuscript on lean leadership in healthcare

### Publications during surgical training

Dixon, J. A. (1989) Spontaneous external carotid artery occlusion. *J Laryngol Otol*, 103, 710-2.

Bleach, N. R., Keen, C. E. & Dixon, J. A. (1989) Superficial malignant schwannoma on the face: a case for early radical surgery. *J Laryngol Otol*, 103, 316-8.