

# DR. DEBORAH TELOW

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## SUMMARY

Seasoned professional in clinical education & training, health communication and publishing. Strong track record of success in all areas of curriculum design and delivery, instructional technology, professional training, faculty development, continuing medical education, and education publishing. Demonstrated outcomes working with federal, state, county, and local public health and social services organizations. Skilled communicator and presenter. Cofounded training company with David Mee-Lee, MD, to introduce behavior design and wellness coaching to public health and social service professionals.

## HIGHLIGHTS

- Trained over 17,000 healthcare, social service, and education professionals and community activists in the science of behavior change
- Delivered real-time and asynchronous training using leading-edge technology to reach students nation- and world-wide
- Produced 50+ hour course on motivational interviewing, constituting the most comprehensive and rigorous interactive course online today
- Presented at state and national meetings for health professionals, 100+ published articles and book chapters on professional health education
- Produced documented evidence of positive outcomes in changing clinical practice among clinical professionals in mental health and addiction medicine, primary care, infectious disease, and other medical specialties

## PROFESSIONAL EXPERIENCE

### **INSTITUTE FOR WELLNESS EDUCATION**, training and consulting in behavior design and wellness coaching **2013–Present** **CEO & Cofounder**

- Created the national standards & training curriculum for US Dept of Labor's Registered Apprenticeship in Wellness Coaching (SOC 21-1094)
- Provide cross-training to clinicians and other professionals worldwide in wellness coaching and behavior design using evidence-based practices including motivational interviewing, cognitive-behavioral and solution-focused approaches
- Deliver training live and online for local, state, tribal, and federal social service agencies, healthcare clinics, and educational institutions
- Produced 15 online courses and instructional materials, from 4-hour orientations to year-long training programs in health/wellness coaching. Current enrollment = 17,000 students (US and international)
- Conduct research in Behavior Design as Member, Tiny Habits Research Lab, Stanford University

### **HEALTH FOCUS, INC.; DIABETES FOCUS, INC.; LIVER DISEASE TODAY, INC.**, CME publisher **2002–2013** **CEO & Founder**

- Developed CME newsletters and case-based online training for physicians in all specialty areas. Reached 150K physicians with 85+ courses, with demonstrated positive outcomes related to changes in clinical practice behavior. Recruited faculty from top medical schools in US and abroad
- Supervised content-development/editorial process (interviewing faculty, managing editorial staff, overseeing print and online production, budgeting)
- Served as educational partner with Indiana University and University of Wisconsin medical schools, and state specialty medical societies in Colorado and New Mexico
- Created YouTube's largest library of patient education videos (510+) using medical school faculty from University of Texas and Indiana University

### **PROJECTS IN KNOWLEDGE**, full-service medical education and medical promotions company **1997–2002** **Vice President, Strategic Planning and Chief Content Officer**

- Managed all curriculum and content development, faculty development, and outcomes assessment that trained 220K physicians in US and abroad.
- Managed all editorial for national and international pharmaceutical product launches in infectious disease, oncology, psychiatry, and other specialties
- Developed and managed programming, and secured grant funding for the largest privately-funded fellowship in liver disease in the US for physician assistants and nurse practitioners (\$15 mil annual budget). Supervised all content development, training delivery, and outcomes assessment

### **INSTITUTE FOR BEHAVIORAL HEALTHCARE**, non-profit providing CE/CME & executive education to behavioral health **1993–1997** **Executive Director**

- Led strategic planning, operations, business development, P & L, CE/CME accreditation for MD, PhD/PsyD, LCSW/MFT, RN audiences
- Led educational initiatives for Consortium for Clinical Excellence to provide CE/CME to 30K+ providers working in managed behavioral healthcare in public and private sectors
- Participated in the development of the first US behavioral health group practice clinical report cards

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## TEACHING, TRAINING, AND SELECTED PRESENTATIONS

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- Professional development for clinical professionals and corporate wellness managers, 2016-present.  
Sample titles and topics:
  - *Languaging Hope, Designing for Change*
  - *Designing for Positive, Lasting Change*
  - *Guiding People Toward Change: Coaching vs Teaching*
  - *The Change Process, Matching Stages of Change to Strategies for Change*
  - *Interactive Journaling A to Z: 10 Evidence-based Strategies for Lasting Change*
  - *Six Sources of Influence: How to Boost Successful Change by Addressing Personal, Social, and Environmental Factors*
  - *Small Steps, Big Rewards: Micro Accomplishments and Mini Celebrations*
  - *Group Facilitation: How to Foster a Culture for Change*
  - *Growth Mindset: New Insights on Learning and Achievement*
  - *Eye on the Prize: Goals vs Outcomes and Why Each Counts*
- *Small Steps Lead to Big Gains*, The Solution-Focused School Conference (International conference for school staff hosted by Linda Metcalf, PhD)
- *Language of Caring, Science of Change*, 48-hour live training for addiction peer support training specialists, New Jersey Prevention Network (Webinars, Skills Training, Case-based Consultation), 2020
- *Less is More: The Revolutionary Power of Tiny Habits® So You Can Survive Today and Thrive Tomorrow* (Webinar) and *Movement and Meditation* (Multiple Workshops) at 2020 Virtual Grantee's National Meeting (Webinars) for the National Institute for Children's Health Quality
- *Working Together for Change That Counts: Creating High-Performance Teams with Heart (8-hour Live Training)* Healthy Start of Georgia, 2020
- Featured Speaker, 2019 Annual Meeting and Clinical Summit of the New Jersey Prevention Network, multiple topics on the science of behavior change and language of caring conversation to promote lasting change
- *Why Less is More: How the Fogg Behavior Model and Tiny Habits Can Help Addiction Professionals Do Better*, (Webinar) NAADAC, March 2019
- *Mastering Self-care*, NY Chapter, National Association of Social Workers, 2018
- *A Model for Improving Wellness and School Climate: Results from Bergen County Academies' Pioneering Wellness Initiative* (Workshop), National Consortium of Specialized STEM Schools Annual Professional Conference, 2017
- *Self-Care for Addiction Professionals: Why It Counts and How to Do It* (Webinar), NAADAC, 2017

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## PUBLICATIONS

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- Published over 100 newsletters, monographs, and online, interactive case-based programs for physician education in behavioral health and specialty medicine reviewed and approved by schools of medicine at Indiana University and the University of Wisconsin
- Coauthor, *Mental Health Report Cards*, Centennial Issue, Journal of the Washington Academy of Sciences, 1997
- Book chapter: Training Clinicians in the Era of Managed Care. *The Complete Guide to Managed Behavioral Healthcare*. Chris E. Stout (Editor-in-Chief). New York: Wiley and Sons, 1996

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## EDUCATION AND TRAINING

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Graduate: Doctorate and Master's degrees: Humanities, Stanford University, CA, Undergraduate: University of California, Berkeley, CA

Certifications: California Community College Lifetime Teaching Credential in Health Sciences and Related Technologies; Certified Tiny Habits® Coach, BJ Fogg PhD, Stanford University

Professional Development (most current)

- Certificates of Completion in Motivational Interviewing from Brown University, University of Wisconsin School of Medicine and Public Health, and Philadelphia College of Osteopathic Medicine (Advanced MI Coding)
- Certificates of Completion in Solution-based Brief Therapy from BRIEF International, UK, and Solution-Focused University, USA
- Certified Facilitator, SALT-CLCP by The Constellation, Brussels
- Certificate of Completion, Brief Therapy: Essential Clinical Practices (36 hours, SafeGuards: Trauma-Informed Training)
- Graduate, Faith Leadership Academy, Southeast Addiction Technology Transfer Center, SAMHSA
- Certificate of Completion in Science Writing, Stanford University School of Medicine