

## **DOUG SEUBERT**

### **CERTIFIED DEMENTIA PRACTITIONER**

1111 N Chestnut Ave, Marshfield, WI 54449 | (715) 383-0897 | doug@healthcommunications.org

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## **PERSONAL STATEMENT**

Alzheimer's disease and dementia has personally impacted my life. My mother was diagnosed in 2007 with dementia of the Alzheimer's type and vascular dementia, and I had the honor and privilege of being her full time care giver until she passed away in December 2014. I immersed myself in learning as much as I could about Alzheimer's disease and other forms of dementia: I used my graduate studies in public health as an opportunity to engage in formal education and research, but I also took advantage of trainings and education opportunities available to me, including courses and workshops in caregiving. I was employed as a caregiver through the Wisconsin Department of Health Services IRIS program, and then obtained employment as director of operations of a private, independent home care agency. I have also been an active volunteer with Golden Living Centers—Three Oaks, providing over 150 hours of activities and companionship care in the Alzheimer's Care Unit. In memory and honor of my mother, together with my family I founded a new non-profit organization serving the Marshfield area with the mission to raise awareness about Alzheimer's disease and dementia, to support individuals and families experiencing dementia, and to lead the initiative to make Marshfield the next dementia-friendly community in Wisconsin.

## **QUALIFICATIONS AND SKILLS**

- Nationally certified as a dementia practitioner by the National Council of Dementia Practitioners
- Master's in Public Health, with concentration in health education and geriatric health (Graduating August 2016).
- Extensive knowledge of Alzheimer's disease and other forms of dementia; understanding of disease process and symptoms for different forms of dementia
- Understanding of best care practices, communication strategies, and approaches for managing challenging behaviors related to Alzheimer's disease and other forms of dementia
- Experience in developing and maintaining therapeutic environments specific to Alzheimer's disease and other forms of dementia
- Experience and training in developing and facilitating activities programs, both individual and group, for persons with Alzheimer's disease and other forms of dementia
- Over 8 years of experience in dementia care and personal caregiving
- Over 5 years of experience in professional health care, including patient education, quality improvement, patient safety, and patient experience
- Over 6 years of experience in administration and management, with supervisory experience in both health care and home health
- Extensive knowledge and experience in health literacy, health risk and crisis communication, and health education
- Experience in conducting assessments and interviews
- Experience in human resources, including hiring and training staff, as well as volunteer management
- Experience in policy writing, review, and documentation management
- Excellent written communication skills with ability to manage data and produce meaningful reports
- Excellent public speaking skills with experience in developing and leading classes, workshops, in-services, trainings, and support groups
- Extensive knowledge and access to information and resources within the community
- Recognized as a community leader, resource, and expert in Alzheimer's disease and dementia

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### **EDUCATION**

*Master of Public Health (MPH)* August, 2016 (expected)  
Concentration: Health Education and Geriatric Health  
Benedictine University, Lisle, IL

*Graduate Certificate: Health Risk and Crisis Communication* December, 2010  
Concentration: Health Communication, Health Literacy, Geriatric Health  
Chapman University, Orange, CA

*B.A. English* December, 1993  
Concentration: Composition, Rhetoric and Applied Writing  
University of Wisconsin, Milwaukee, WI

### **RELATED PROFESSIONAL DEVELOPMENT**

*Dementia Generalist for Family and Friends* March 2016  
Wisconsin Dementia Care Project  
University of Wisconsin—Oshkosh

*Alzheimer's Disease and Dementia Care Seminar* November 2015  
National Council of Certified Dementia Practitioners

*Dementia Generalist for Community Members (Train-the-Trainer)* October 2015  
Wisconsin Dementia Care Project  
University of Wisconsin—Oshkosh

*Dementia Generalist for Healthcare Providers* October 2015  
Wisconsin Dementia Care Project  
University of Wisconsin—Oshkosh

*Dementia Crisis Response* February 2015  
Wisconsin Dementia Care Project  
University of Wisconsin—Oshkosh

*The Basics: Memory Loss, Dementia and Alzheimer's* September 2015  
Alzheimer's Association (online training)

*Living with Alzheimer's: For Caregivers* September 2015  
Alzheimer's Association (online training)

#### *Additional Trainings*

Health Literacy and Public Health (Public Health Training Center), Plain Language Online Training (National Institutes of Health), Addressing Health Literacy and Cultural Competency, and Limited English Proficiency (Health Resources and Services Administration), Bringing Health to Life: Health Literacy (Alabama Medicaid Agency), Assessing Health Literacy in Clinical Practice (Continuing Education).

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### **WORK EXPERIENCE**

*Director of Operations* January 2015 to present  
Marshfield Senior Services, Inc.  
Marshfield, WI

*Executive Director and Founder (volunteer)* April 2015 to present  
Marshfield Area Purple Angels, Inc.  
Marshfield, WI

*Personal Care Worker* April 2013 to December 2014  
Wisconsin Department of Health Services – IRIS Program  
Marshfield, WI

*Personal Care Worker* June 2010 to April 2013  
Private  
Marshfield, WI

*Health Communications Specialist* January 2005 to June 2010  
Marshfield Clinic  
Marshfield, WI

*Principal Consultant/Owner* September 2001 to October 2015  
Advantage Consulting Services  
Marshfield, WI

*Americorps Volunteer* July 1999 to September 2001  
Save Our Neighborhood Community Organization  
Chicago, IL

### **REFERENCES**

*Jerry Burlingame* 715-387-8004  
Marshfield Senior Services

*Deb Niemi* 715-613-1089  
Former Director of Alzheimer's Care Unit  
Golden Living Centers – Three Oaks

*Dana Decker* 715-389-66463  
Executive Director  
Golden Living Centers – Three Oaks

*Kim Schmidt* 715-389-6000 ext. 6461  
Activities Director  
Golden Living Centers – Three Oaks

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## PRESENTATIONS

<i>Does Higher Patient Engagement Translate to a Better Patient Experience (Keynote)</i> Health Care Education Association, Cincinnati, OH	October, 15, 2015
<i>Health Communication Strategies to Enhance the Patient Experience (Workshop)</i> Health Care Education Association, Cincinnati, OH	October, 15, 2015
<i>Hospice: Family Caregiving Panel</i> Ministry Home Care Hospice, Marshfield, WI	June 2015
<i>An Analysis of Falls-Related Mortality among Elderly in Wood County, Wisconsin</i> Research Symposium, Benedictine University, Lisle, IL	May 17, 2014
<i>Are Health Education Specialists Willing to Conduct Rapid HIV Testing?</i> Society for Public Health Education, Annual Meeting, Baltimore, MD	March 20, 2014
<i>Keynote - From Understanding to Action: An Overview of the Connection between Health Literacy, Patient Engagement, and Adherence</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Engaging Strategies: Improving Adherence through Activation</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Panel Discussion: Medication Adherence, Tele-Health Coaching for Wellness, Adherence Strategies for Case Management of Patients with CHF</i> Clear Health Communication Program, Ohio State University, Columbus, OH	April 26, 2012
<i>Improving Health Care Material Readability</i> Pfizer Visiting Professorship, Cardinal Stritch University, Milwaukee, WI	May 24, 2011
<i>15 Ways to Influence Health Care Policy and Advance the Health Literacy Agenda</i> Wisconsin Literacy, 2011 Health Literacy Summit, Madison, WI	April 13, 2011
<i>Clear Communication: Helping Your Patient's Caregivers to Understand</i> Grand Rounds: Children's Hospital of Wisconsin, Milwaukee, WI	August 27, 2010
<i>Collaborative Partnerships between Healthcare Organizations and Literacy Councils</i> 4th Wisconsin Health Information Outreach Summit, Wausau, WI	August 11, 2010
<i>Impact Case Studies in Health Literacy and Patient Activation</i> Krames Patient Education, Webinar	July 29, 2010
<i>Readability and Design</i> Wisconsin Literacy/Northern Wisconsin Area Health Education Center, Northeast Wisconsin Health Literacy Conference, Green Bay, WI	May 18, 2010
<i>Improving Readability with Appropriate Design: 7 Critical Elements</i> Institute for Healthcare Advancement, Ninth Annual Health Literacy Conference, Irvine, CA	May 7-8, 2010
<i>Strategies to Improve Communication &amp; Empower Patients</i> Grand Rounds: Marshfield Clinic – Merrill Center, Merrill, WI	April 9, 2010
<i>Health Literacy and Older Adults</i> Marshfield Clinic, Practical Strategies in the Management of the Geriatric Patient, Wausau, WI	March 12, 2010
<i>Impact Case Studies in Health Literacy and Patient Activation</i> Institute for Healthcare Improvement, 21st Annual National Forum, Orlando, FL	December 8, 2009
<i>"Questions Are the Answer" to Improving Health Literacy and Patient Activation (poster)</i> Institute for Healthcare Improvement, 21st Annual National Forum, Orlando, FL	December 7-9, 2009

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### PRESENTATIONS (continued)

<i>Strategies to Improve Communication &amp; Empower Patients</i> Grand Rounds: Marshfield Clinic, Marshfield, WI	October 23, 2009
<i>“Questions Are the Answer” to Improving Health Literacy and Patient Safety</i> (poster) Wisconsin Quality and Safety Forum, Wisconsin Dells, WI	October 19-20, 2009
<i>Using Readability Formulas for Evaluation and Training</i> Institute for Healthcare Advancement, Eighth Annual Health Literacy Conference, Irvine, CA	May 8, 2009
<i>Improving Readability by Design</i> Wisconsin Literacy, 2009 Health Literacy Summit, Madison, WI	April 1, 2009
<i>The Connection between Health Literacy and Patient Activation</i> Wisconsin Literacy, 2009 Health Literacy Summit, Madison, WI	April 1, 2009
<i>Hands-On Health Literacy—“Questions Are the Answer”</i> Agency for Healthcare Research and Quality (AHRQ), 2008 Annual Conference: Promoting Quality — Partnering for Change, Washington, D.C.	September 9, 2008
<i>Practitioners' Panel Discussion</i> Wisconsin Literacy, 2007 Health Literacy Summit, Wisconsin Dells, WI	June 21, 2007

### RESEARCH

<i>Child Development, Parental Rights, and LGBT Issues</i> Research Assistant for Curtis W. Branch, Ph.D., Columbia University and Veterans Administration New Jersey Health Care System	February – December, 2014
<i>PROMISE (Promoting Research on Methods In Screening Expertise)</i> Research Assistant, Walden University	March – December, 2013
<i>The Role of Pharmacist Evaluation in Activation of Adult Asthma Patients</i> Co-Investigator, Marshfield Clinic and Institute for Clinical and Translational Research	May 2009 – June 2010
<i>Critical Keys: Improving Health Literacy Communication</i> Principle Investigator, Marshfield Clinic, Verizon Education Grant	July 2009 – June 2010
<i>“Parent Satisfaction” in Pediatric Resident Continuity Clinic</i> Technology Assistant, Marshfield Clinic, Resident Research and Education	September 2006 – November 2007
<i>Primary Prevention Pilot</i> Principle Investigator, Marshfield Clinic, Special Projects Fund	October 2006 – September 2007

### PROJECTS

<i>Purple Angels Memory Café (Monthly Community Event)</i> Marshfield Area Purple Angels	2015 to present
<i>Dementia Friendly Marshfield (Community Awareness Campaign)</i> Marshfield Area Purple Angels	2015 to present
<i>End of Life Survival Guide, Blog</i>	2014 to present
<i>Public Health and Community Education, Blog</i>	2012 to present
<i>Health Literacy Curriculum for Adult Basic Education and English Language Learners</i> Literacy Council of Wood County, Mid-State Technical College, Ministry Health Care	2009
<i>Health Literacy Toolkit for Health Care Providers, Marshfield Clinic</i>	2007
<i>“Quality in Healthcare” Public Reporting Website, Marshfield Clinic</i>	2006

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### **PUBLICATIONS, ARTICLES & CONTRIBUTIONS**

<i>Meaningful Use Requirements for Patient Education</i> (Whitepaper) Krames Patient Education/FierceHealthcare	July 2011
<i>Report to Congress: "Aligning Incentives in Medicare"</i> Medicare Payment Advisory Commission (MedPAC)	June 2010
<i>Taking Patient Education to a New Level</i> (Whitepaper) Krames Patient Education/FierceHealthcare	March 2010
<i>For Easy-to-Read Handouts, Take Layout into Account</i> Health Care Benchmarks and Quality Improvement	October 2009
<i>"Questions Are the Answer" to Improving Health Literacy and Patient Activation</i> Marshfield Clinic	October 2009
<i>Impact Case Studies and Knowledge Transfer Case Studies: "Questions Are the Answer"</i> Agency for Healthcare Research and Quality (AHRQ)	September 2009
<i>15 Resources Explain Best Design Practice</i> Hospital Peer Review	September 2009
<i>It Takes Two! Make Written Material Easy to Read and Understandable</i> Patient Education Management	December 2008
<i>Resources for Producing Clear Language Documents</i> Patient Education Management	December 2008
<i>A tale of Two Handouts: Applying Health Literacy Recommendations to Improve Readability of Printed Patient Education Materials</i> Marshfield Clinic	June 2007

### **AWARDS**

<i>Research Mentor, Certificate of Appreciation</i> Marshfield Clinic, Resident Research and Education	June 2010
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### **MEMBERSHIPS**

<i>Member, Alzheimer's Foundation of America (AFA)</i>	2015—Present
<i>Member, Purple Angels Ambassadors</i>	2015—Present
<i>Member, Student Advisory Panel, Benedictine University – MPH program</i>	2014—Present
<i>Member, Society for Public Health Education (SOPHE)</i>	2013—Present
<i>Member, American Public Health Association (APHA)</i>	2012—Present
<i>Member, Wisconsin Public Health Association (WPHA)</i>	2012—Present
<i>Chair, WPHA Marketing and Communications Committee</i>	
<i>Member, Institute for Wisconsin's Health/Wisconsin Public Health Practice-Based Research Network</i>	2012—Present
<i>Member, Institute for Clinical and Translational Research (ICTR)</i>	2009—Present
<i>Member, Health Literacy and Education Focus Area Strategic Team, Healthiest Wisconsin 2020, Wisconsin Department of Health and Human Services</i>	2009—Present

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*The National Council of Certified Dementia Practitioners*

*Attests That*

*Douglas D. Seubert, CDP*

*Has successfully completed the requirements of the  
National Council of Certified Dementia Practitioners  
and is hereby certified for the period 2/1/16 through 2/1/18  
to possess the credential of  
Certified Dementia Practitioner (CDP)*



*Lynda Pitt Anderson, LCSW, CDP*  
*Certification Chairperson*