



**Robin Jay, Senior Associate,** brings over 20 years of editorial and executive management experience. Ms. Jay's knowledge spans the health and human service field. She has held positions including executive editor of health publications, editorial news director, and media partnership developer for professionals and clinicians in the behavioral health and addiction industries. She currently serves as the executive editor for BHC Journal, LLC and is a consumer healthcare content consultant and feature writer for national and regional publications.

Prior to her current position, Ms. Jay served as Executive Editor and Vice President of Creative Services for *Case in Point Magazine*, the official magazine of the Case Management Society of America, and *Enrich Magazine*, devoted to pharmacy consumers. She offers clients extensive editorial experience and managerial expertise, having managed creative staffs of up to 40

writers, artists, editors, and production traffic managers that produce print and online consumer health content and electronic tools for major pharmaceutical companies, managed care organizations, hospital systems, and blood banks. Ms. Jay has also developed timely, cutting-edge, action-oriented consumer healthcare content for both print and online publications.

#### Areas of Expertise

- Marketing materials development including media kits, newsletters, etc.
- Consumer health care content development for publications
- Staff structure and workflow processes

#### Professional Highlights

- Editorial News Director and Media Partnership Developer for professionals and clinicians in the behavioral health and addiction industries
- Executive Editor and Vice President of Creative Services
- Directed consumer web custom health content development (English & Spanish) for major healthcare organizations
- Served as anchor/reporter for NBC, ABC, and CNN affiliates

Ms. Jay earned a Bachelor's degree in Broadcast Journalism from the University of Missouri in Columbia, Missouri.