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## Summary

Scott is an experienced patient advocate and communicator who has worked with a wide range of stakeholders across the international healthcare industry to establish effective strategies and communication with various audiences. He is a demonstrated thought leader whose expertise is recognized and sought worldwide. His accomplishments include launching mySugr in America and pioneering diabetes blogging, among many more.

## Work History

Blue Circle Health | March 2024 - Current  
Senior Manager - Community

### RESPONSIBILITIES & ACCOMPLISHMENTS

Support the people with type 1 diabetes (T1D) that Blue Circle Health serves and those who serve them. Spread awareness about Blue Circle Health and increase community engagement with the program through organic activities and strategic partnerships.

- Manage video content production from start to finish
- Create a content development & platform management system
- Manage online community engagement to raise awareness and support people with T1D
- Facilitate collaborative efforts to benefit people with T1D
- Design and host educational sessions for Blue Circle Health members and the T1D community
- Build strategic relationships to enhance care, raise awareness, and create beneficial content

Roche | March 2022 - July 2023  
Senior Communications Manager, US & Canada

### RESPONSIBILITIES & ACCOMPLISHMENTS

Build dialogue with employees through authentic internal communications and strengthen Roche Diabetes Care's external position as an authority in driving the future of healthcare to support people with diabetes.

- Drive diabetes thought leadership in senior executive communications
- Increase awareness of Roche Diabetes Care in the industry and employer benefit space
- Localize global initiatives to ensure fit for purpose and intent in the target markets

## Roche | September 2020 - March 2022

### Communications Partner

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

Drive integrated communications for US Roche Diabetes Care with a focus on strategic executive leadership communications (internal & external), external media inquiries & relations, and internal employee communications.

- Bring deep background knowledge of diabetes and mySugr to the US Roche Diabetes Care Communications team
- Collaborate with US and global communications teams to plan and execute internal town hall meetings, annual summits, and international diabetes social media influencer events
- Work cross-functionally with compliance and legal teams on brand sponsorship requests, advocacy, and charitable giving strategy

## mySugr (acquired by Roche) | September 2019 - September 2020

### Patient Success Manager

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

Help employers and companies onboard and engage with mySugr's diabetes management solution for their employees. Focus on boosting employee engagement and demonstrating the value of mySugr's diabetes management solution for workforces that brokers and HR benefits managers serve.

- Design and produce hundreds of videos and webinars to improve engagement and support marketing, sales, medical, and customer service groups
- Design and launch a remote-based video recording solution for mySugr medical team
- Collaborate across the organization to inform and influence strategic product and campaign decisions

## mySugr | June 2013 - September 2019

### Patient Engagement Manager

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

Be the face and voice of mySugr in the United States with a focus on introducing mySugr to new audiences, building mySugr as a trusted brand in diabetes care, and increasing mySugr's share of voice in existing media.

- First US employee for mySugr and scaled from 1 to 300+ by acquisition to Roche
- Launched mySugr in the United States and led all English-language communications
- Represented mySugr at regional and national congresses and conferences

## Smiths Medical | September 2007 - March 2009

### Inside Sales Representative

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

Handle incoming communication from people with diabetes and/or clinics interested in the Cozmo insulin pump. Work closely with a region of field sales representatives and clinical trainers to support their visits to doctors and clinics.

- Managed a lead list of over 2000 individuals
- Involved with an average of 25 insulin pump sales per month
- Winner of the “Over & Above” award and Annual performance reviews rated at “Exceptional Level of Contribution”

## Smiths Medical | March 2005 - September 2007

### Senior PC Support Analyst

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

Created the technical support group for insulin pump users and clinics to download data from insulin pumps into the management and data platform. Supported clinical report generation and insulin pump settings configurations.

- Built and led the technical support group for the Cozmo insulin pump
- Worked cross-functionally with Marketing, Sales, and Clinical Services to create helpful internal & external guides and documentation
- Winner of “Star Performer” award at National Sales Meeting

## Blogger & Social Media Advocate

[ScottsDiabetes.com](http://ScottsDiabetes.com) | December 2004 - Present (part-time)

Self Employment via Blog | March 2009 - June 2013 (full-time)

#### **RESPONSIBILITIES & ACCOMPLISHMENTS**

One of the first people to blog about life with diabetes. Quickly connected and nurtured a growing diabetes online community. Organically built an audience that continues to reach hundreds of thousands of people with diabetes, healthcare professionals, industry professionals, and caregivers annually. This communication work also led to various contracting opportunities and partnerships, including eventual full-time work with mySugr beginning in 2013.

- Collaborated with Mayo Clinic, Sanofi, the American Heart Association, dLife, and more
- Awarded Healthline’s ‘Best Blogs - Diabetes’ (2013-2020)
- Co-host of Diabetes Social Media Advocates (DSMA) Live Internet radio show (2010-2015)