

Jessica Greenwood, MS, LGC

212 Kirby Drive
Clarksville, TN 37042

(704) 251-5174
inquire@jessicaphg.com
www.jessicaphg.com

Education:

Tufts University School of Medicine, Boston, MA
Certificate Program: Digital Health Communication
Completed: July 2016

University of North Carolina at Greensboro, Greensboro, NC
M.S. Genetic Counseling
Thesis Project: "The Prevalence of Genetic Discrimination in the Huntington Disease Population and the Impact on Decision-Making Regarding Genetic Testing"
Graduated: May 2005

North Carolina State University, Raleigh, NC
B.S. Biological Sciences
Minor: Genetics
Graduated: May 2003, Valedictorian, Summa Cum Laude
Honors: Park Scholar, Phi Kappa Phi, Phi Beta Kappa, Order of 30&3, Golden Chain – Link #985

Certifications and Licenses:

Tennessee Board of Medical Examiners
Licensed Genetic Counselor, November 2016 - present

American Board of Genetic Counseling
Board Diplomate, November 2007 - present

Wellcoaches
Certified Wellness Coach (CWC), October 2010 – December 2016

National Certification Board for Therapeutic Massage and Bodywork
Certificant #564967-08, November 2008 – present

North Carolina Board of Massage and Bodywork Therapy
License #8486, November 2008 – November 2016

Kinesio Taping Association
Certified Kinesio Taping Practitioner (CKTP), May 2010 – present

BodyTherapy Associates
Certification, Pre- and Perinatal Massage Therapy, October 2008

Independent Consulting:

Admera Health, South Plainfield, NJ

Consultant working with Project Manager and Vice President of Medical Affairs to review and draft content, provide professional guidance on positioning and marketing, and offer insights from a patient perspective on all direct-to-consumer genetic testing products.

Alector, South San Francisco, CA

Project Manager for Phase I and II of website redesign project for immuno-neurology start-up. Reviewed existing site and draft suggested plan for improvement. Rewrote existing content and crafted original content based on alignment with core values and goals. Work in concert with designer to develop custom graphics to explain scientific concepts.

Health Care Improvement Foundation, Philadelphia, PA

Health Literacy Blogger

Draft blog posts related to health literacy for repurposing on website, in newsletter, and on social media accounts.

Communicating to Connect, 2016 - 2017

Revised in-person training on health literacy for allied health professionals to independent modules for web-based learning platform. Scope of work includes creating new and editing existing content, producing design components to complement content, and crafting interactive exercises to enhance user engagement.

Wise Woman, 2016 - 2017

Developed education modules for providers as part of CDC-funded program to improve cardiovascular health in women aged 40-65. Modules include Health Literacy and Heart Health, Motivational Interviewing, and Medication Adherence.

Tufts University School of Medicine, Boston, MA

Website and Mobile App Designer, SPAN Project

Grant-funded initiative to develop mobile app as technology platform for peer-to-peer coaching and goal setting for teenagers and young adults with traumatic brain injury. Work with Principal Investigator to establish project plan and key goals. Develop site maps for website and mobile app. Create wireframes for both website and mobile app. Establish user review process including writing surveys for formative evaluation. Work directly with web designer to establish user interface and ensure positive user experience.

TA, Mobile Health Design and Digital Strategies in Health Communication, Summer 2017

Managed all administrative aspects of both classes. Facilitated discussion amongst class participants. Offered additional instruction and oversight during group and individual projects. Assisted with review of course content and provided additional insight from professional career as appropriate.

Marketing Consultant, Fall 2016

Created infographic to articulate the relationship between the three programs within the Health Communication Department. Crafted promotional flyer for utilization on the web and in print to advertise scholarship opportunities within the Department.

Professional Experience:

PathGroup, Brentwood, TN, January 2016 – January 2017

Director of Medical Specialists

- Directed team of content experts in providing medical education and clinical support to the Territory Sales and Territory Account Managers.
- Worked with Marketing to develop and edit medical education material, particularly as it pertains to the launch of new products.
- Participated in the strategic planning for new product launches including anticipating clinical needs, drafting training materials, evaluating vendor relationships, and providing feedback from the field postlaunch.

Ariosa Diagnostics, San Jose, CA, February 2013 – December 2015

Lead Medical Science Liaison

- Built and managed a dynamic team of field-based Medical Science Liaisons in a start-up environment.
- Developed, maintained, and managed relationships with Key Opinion Leaders in the obstetrics and genetics communities.
- Worked collaboratively with Marketing to plan, recruit, and execute Advisory Board meetings for the obstetrical community in the United States and Canada.
- Collaborated with Director of Training to establish accurate and effective training materials including live training presentations, online training modules, and written training supplements.
- Identified needs for patient education and worked with interdisciplinary team to create, pilot, and distribute educational materials.

Carolinas Medical Center, Women's Institute, Charlotte, NC, February 2008 – February 2013

Genetic Counselor II

- Provided comprehensive prenatal and preconception genetic counseling for a diverse patient population.
- Supervised genetic counseling master's students during their clinical rotations.
- Oversaw the creation of patient-friendly educational resources and coordinated content development and approval across multiple divisions.

Fetal Care Counselor, Charlotte Fetal Care Center, Charlotte, NC, February 2010 – February 2013

- Supported patients through the diagnostic process for life-threatening fetal conditions.
- Facilitated discussion regarding possible fetal interventions including alternatives, risks, benefits, and limitations.
- Created, edited, and assisted in the development of all marketing materials.

Queens University, Charlotte, NC, August 2011 – December 2012

Instructor, Biology Department, Anatomy & Physiology I and II

Winthrop University, Rock Hill, SC, August 2008 – May 2010

Lecturer, Biology Department, Biology

Arthritis & Osteoporosis Consultants of the Carolinas, Charlotte, NC, July 2006 - February 2008

Clinical Research Manager

- Oversaw day-to-day functioning of the Clinical Research Department including monitoring existing clinical trials; supervising clinical research staff; and managing departmental finances, marketing and education programs.
- Functioned as the primary research coordinator for Phase II, III, and IV studies, handling all aspects of patient care including informed consent, contracting, medical history, protocol-specific assessments, treatment administration, adverse event reporting, and laboratory testing.

University of South Carolina School of Medicine, Department of OB/GYN, June 2005 – July 2006

Genetic Counselor

Project Coordinator, ANGEL Study

- Created national recruitment network for the Anencephaly: Genetic and Environmental Links (ANGEL) Study
- Educated ANGEL sites regarding study design and institutional expectations.
- Created new course material and adapted existing curriculum for the USC Genetic Counseling Master's Program to fit with changing program needs.

Educational Courses and Seminars:

“Ethics for Health and Wellness Professionals”

Creator and Instructor

Approved Provider: National Certification Board for Therapeutic Massage and Bodywork (NCBTMB)

Appointments and Affiliations:

North Carolina State University

College of Sciences - Alumni Advisory Board Member, 2014 - present

Park Scholarships Program

Selection Committee Member, 2008 – present

sPark Bi-Annual Leadership and Network Symposium Committee Member - 2017

Tennessee Genetic Counselor's Association

Member, 2016 - present

North Carolina Medical Genetics Association

Member, 2003 - 2005; 2008 – 2016

NCMGA Bi-Annual Conference Committee Member – April 2011, April 2013

National Society of Genetic Counselors

Member, 2003-present

Continuing Education Review Subcommittee Member, 2009 – 2011

Editor, “Southern Blotter”, 2006 - 2008

Annual Education Conference Committee Member – Plenary Sessions, 2005 - 2006

University of North Carolina at Greensboro, Genetic Counseling Master's Program

Capstone Committee Chair, 2011 – 2012

Reaccreditation Committee – Capstone Research, 2005; Outcomes, 2011

American Massage Therapy Association
Member, 2008 - 2016
Huntington's Disease Society of America – North Carolina Chapter
Board Member, 2007 – 2010
Charlotte Area Support Group Leader, 2007 - 2010
Society of Clinical Research Associates
Member, 2006-2008
University of South Carolina School of Medicine, Department of Obstetrics and Gynecology
Genetic Counseling Master's Program
Admissions Committee, 2006
Curriculum Development and Implementation, 2005 - 2006
Reaccreditation Self-Study Steering Committee – Thesis Research, 2005 – 2006

Professional Presentations:

- Hooks J.** "What's NEXT: Non-Invasive Prenatal Testing in the General Pregnancy Population." Presented at the Puerto Rican Annual Convention of Obstetrics & Gynecology (August 2015).
- Hooks, J.** "Non-Invasive Prenatal Testing: Next Steps for Midwives." Presented at the American College of Nurse-Midwives Annual Meeting (July 2015).
- Hooks, J.** "What's NEXT: Non-Invasive Testing in the General Screening Population." Presented at the South Central OB/GYN Society Annual Meeting (April 2015).
- Hooks, J.** "Non-Invasive Prenatal Testing: Current State and Future Directions." Presented at the Minnesota Genetic Counselor's Association Annual Meeting (January 2015).
- Hooks, J.** "Trisomy and Translocation: A case review of the application of NIPT in the identification of fetal translocation." Presented at the Georgia Genetic Counselors' Association Education Meeting (April 2014).
- Ralston, S and **Hooks, J.** "Counseling Complexities with Non-Invasive Prenatal Testing." Presented at the New England Regional Genetics Group Meeting (December 2013).
- Hooks, J.** and T. Brady. "Congenital Nephrosis and AFP Interpretation During Pregnancy." Presented at the North Carolina Medical Genetics Association Meeting (April 2013).
- Hooks, J.,** Powell, K., Callanan, N., and Powell, C. "The Prevalence of Genetic Discrimination in the Huntington Disease Community and the Impact of Genetic Counseling Discussions about Discrimination." Platform Presentation. National Society of Genetic Counselors Annual Education Conference, (November 2005).
- Hooks, J.,** Powell, K., Callanan, N., and Powell, C. "The Prevalence of Genetic Discrimination in the Huntington's Disease Population." North Carolina Huntington's Disease Society of America, Board of Directors Meeting, (October 2005).
- Hooks, J.** and Penziner, E. "Genetic Discrimination and Huntington's Disease." Huntington's Disease Society of America, Annual Conference, (June 2005).

Invited Lectures:

- "Non-Invasive Prenatal Testing for your Practice: Clear Answers to Questions that Matter." Maternal – Newborn Grand Rounds. St. Joseph's Healthcare, Hamilton, ON, March 2015.
- "Non-Invasive Prenatal Testing for your Practice: Clear Answers to Questions that Matter." OB/GYN Grand Rounds. Toronto General Hospital, February 2015.

"Because Living Well Matters." Time Warner Cable Wellness Seminar Series, Charlotte, NC, August 2010.
"When FISH is False." Genetics Department Journal Club. Carolinas Medical Center, May 2010.
"Population Screening: Next Steps." OB/GYN Grand Rounds. Carolinas Medical Center. April 2009.
"Where Does it Fit? Massage Therapy in the Workplace." City of Charlotte Lunch and Learn Seminar Series. Charlotte, NC, October 2008.
"Genetic Counseling: It's All About the Interpretation." Queens University, Tri-Beta Honor Society, April 2007.
"Genetic Counseling: A Profession in the Making." North Carolina State University, Department of Genetics, Genetics in Human Affairs course, April 2006.
"Teratogens 101." University of South Carolina School of Nursing, Introduction to Human Genetics for Healthcare Professionals, April 2006.
"The Genetic Counseling Process." University of South Carolina School of Nursing, July 2005 and January 2006.
"Genetic Counseling: Where Science Meets the Real World." North Carolina State University, Department of Genetics, Genetics in Human Affairs, April 2005.
"Genetic Counseling and Public Health." University of North Carolina at Greensboro, Public Health Department, October 2004.

Abstracts:

Musci T, Struble C, Wang E, **Hooks J**, Schmidt J, Song K, Oliphant A, Clinical validation of noninvasive prenatal screening for fetal sex chromosome aneuploidies in maternal plasma using Direct ANalysis of Selected Regions (DANSR™) assays; (Abstract #2603W). Presented at the 63rd Annual Meeting of The American Society of Human Genetics, October 23, 2013 in Boston, MA.
Bakke A, Kessler K, **Hooks J**, Best R, Ormond K. "Addressing the Psychosocial Aspects of Research on Lethal Birth Defects: A Call for Research." *European J Human Genetics* 2006. 14(Supp1):P 395.
Hooks J, Kessler, K., Bakke, A., Ormond, K., and Best, R. "Informed Consent and Subject Enrollment Issues in the Study of Severe or Lethal Birth Defects with Complex Inheritance Patterns." Presented by R. Best at the International Congress on Human Genetics Meeting (August 2006).
Bakke, A., Kessler, K., **Hooks J**, Best, R., and Ormond, K. "Addressing the Psychosocial Aspects of Research on Lethal Birth Defects: A Call for Research." Presented by K. Ormond at the European Meeting on Psychosocial Aspects of Genetics (May 2006).

Publications:

Brady T, Mitra A, **Hooks J**. Maternal serum alpha-fetoprotein levels peak at 19-21 weeks' gestation and subsequently decline in a NPHS1 sequence variant heterozygote; implications for prenatal diagnosis of congenital nephrosis of the Finnish type. *Prenat Diagn.* 2014 Aug; 34(8):812-4.
Hooks J, Wolfberg AJ, Wang ET, et al. Non-invasive risk assessment of fetal sex chromosome aneuploidy through directed analysis and incorporation of fetal fraction. *Prenat Diagn.* 2014 Feb 7. doi: 10.1002/pd.4338.
Hooks J, and McKenzie, W. An Alternate Method of Instruction for Honors Students in the Life Sciences. *North American Teachers and Colleges of Agriculture (NACTA) Journal.* 2007; 51(3), 34-37.