

Jessica (Hooks) Greenwood, MS, LGC

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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:

JPHG Consulting, Founder and Owner, October 2016 – present
Digital health consulting firm dedicated to helping health-related organizations craft and deliver health messages in innovative and effective ways. Scope of work for previous and existing consulting projects

includes creation and review of content and visuals, development of pre- and posttest education materials, blogging and ghost writing, origination and adaptation of online training modules, and project management for website and app creation. Extensive project and client list available on [website](#).

[3 Social Media Strategists](#), Co-Founder and Co-Owner, February 2018 - present

Social media consulting partnership directed at health-related organizations seeking to start, improve, or expand on their social media engagement. Projects include development of comprehensive social media strategies for individuals and organizations, social media campaign design and execution, and social media training.

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 for the expanded carrier screening and non-invasive prenatal testing products offered by our partner lab.
- Worked with Marketing to develop and edit medical education material, particularly as it pertained 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

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

Genetic Counselor

Project Coordinator, ANGEL Study

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:

5thSFG R.I.S.E Advisory Board

Invited Member, 2018 - present

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 – present

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
Huntington's Disease Society of America – North Carolina Chapter
Board Member, 2007 – 2010
Charlotte Area Support Group Leader, 2007 - 2010
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:

- Draelos, M., Hurst, A. and **Greenwood, J.** "From Fungus to Facial Recognition: Where Technology Meets Health." Presented at sPark: Park Scholarships Bi-Annual Leadership and Networking Symposium (April 2018).
- 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:

- "Social Media and Genetic Counseling." Interview for the National Society of Genetic Counselors' Podcast. May 2018 [Expected release June 2018].

- "The Path to Digital Health Consulting." Digital Health Certificate Program Quarterly Meeting, Tufts University School of Medicine. Webinar, November 2017.
- "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:

- Bedell, G., **Greenwood, J.**, Hooks, D., Gualtieri, L.N., Tan, X., King, J.A., Alguilar, J. & Wade, S.L. Social Participation and Navigation (SPAN): Description and usability testing of a new website and web application for adolescents and young adults with acquired brain injuries. Presented at the International Pediatric Brain Injury Society (IPBIS) 3rd Annual Conference, Belfast, Northern Ireland (September 2018).
- 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, Boston, MA (October 23, 2013).
- 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.