

## Patrick Allen Roberts

2967 South Joslin Ct. • Lakewood • CO • 80232 • (415 845-1857) • sf.stonecold@gmail.com

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### **SUMMARY OF QUALIFICATIONS:**

A self-starter who loves the development and collaboration of community health outreach strategies in order to improve the health and well-being of Native American communities. This includes the production of online digital efforts for the use of all social media outlets (e-newsletters, website, social media dashboards, blogs, digital advertising, search engine marketing and search engine optimization), as well as the ability to coordinate, establish, and maintain strong ongoing functionality within a structured organization that focuses on expanding access to HCV/HIV education, prevention, and health services.

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### **PROFESSIONAL EXPERIENCE:**

- 01/2016 – Present **National Native American AIDS Prevention Center's - Viral Hepatitis C Awareness Program, 1031 – 33<sup>rd</sup> Street, Denver, CO**  
**Health Policy Fellow:** Under the direction of the NNAAPC Executive Director, provides a unique opportunity to engage Congressional political system regarding American Indian/Native American hepatitis C (HCV) prevalence and infection rates through direct exposure to the roles of both the public and private sectors in health policy development.
- Collaborate directly with members of rural/reservation or urban American Indian/Alaska Native (AI/AN) health organization or equivalent
  - Identify and educate members of the Congressional and Administrative staff around issues of health care disparities, in particular around the need for funding to aid in the fight against hepatitis C (HCV) infections on rural Native American lands.
  - Increase, strengthen and provide technical assistance in HCV prevention programs for AI/AN communities to conduct culturally competent and appropriate educational outreach opportunities.
  - Increase the identification of AI/AN's living with chronic hepatitis and increase testing services for at-risk individuals so those affected can make informed health decision and access proper medical care and treatment.
  - Increase capacity building in the effort to improve for peer learning, networking, and leadership development within AI/AN communities.
  - Provide technical assistance, training, workshops, and facilitated discussions relevant to HCV in Native communities across the nation through the use of Native-directed approaches.
  - Developed HTML website which includes site content (copyedited and proofread) as well as manage organization's web presence.
  - Created content for e-marketing campaigns and on-site event promotions using MailChimp, HootSuite, and social media dashboards.
- 12/2014 – 12/2015 **Acerta Pharma, 2200 Bridge Parkway, Suite 202, Redwood City, CA**  
**Patient Recruitment and Marketing Manager:** Served as a lead during proposal and strategy development for Acerta Pharma patient recruitment services. Primarily responsible for the strategic development of branded clinical research study recruitment and retention strategies for domestic and global clinical research trials. Proactively analyze clinical trial protocols to identify patient recruitment opportunities and help create promotional material needed. Prepared a summary of meeting action items and minutes.
- Developed patient recruitment marketing strategies and online content (creative and copy for static websites, marketing brochures, posters, postcards, online and static social media platforms, and online flash banner advertisements) for local and central IRB approval.
  - Developed tracking and metrics plan to measure the return on investment (ROI) on recruitment strategies utilizing various analytics, recruitment reports and projections to implements changes to strategy/tactics as necessary.
  - Effectively communicated and described all patient services to internal and external customers while partnering with internal/external stakeholders as necessary to ensure protocol recruitment requirements are delivered.
  - Created standard and customized proposal text by utilizing the study protocol and internal recruitment team members and other resources.
  - Actively participated (in person or via phone) in bid defense opportunities for patient recruitment, including website development and collaboration with other internal groups as needed.
  - Continuously evaluated global regulations and new patient recruitment tactics to enhance IRB submissions and recruitment strategies.
  - Developed, managed and tracked repository for strategy support and other associated patient recruitment materials.
  - Prepared summary of meeting action items and minutes.
- 10/2013 – 12/2014 **University of California San Francisco, 550 16<sup>th</sup> Street, 6<sup>th</sup> Floor, San Francisco, CA**  
**Clinical Research Analyst, Clinical Translational Science Institute (CTSI):** Responsible for the coordination, scheduling, and billing of UCSF phase-one clinical research studies in order to promote research and education in transitional science.
- Provided major support for implementation of NIH phase-one clinical research studies, meeting with clinical research staff to draft customized medication order sets and flow sheets as needed.
  - Incorporated UCSF Medical Center IRB policies into initial meeting with investigative staff and orient study staff with CTSI phase-one workflow in regard to onsite protocol implementation.
  - Served as an ongoing resource to new study coordinators when implementing/adhering to institutional policies and procedures (HIPPA, CHR, Research Billing, Registration, and etc.).
  - Supervised WEB CAMP (billing) data entry at Parnassus CCRC Adult, Pediatrics and Mount Zion sites; verifying accuracy and running ad-hoc reports to troubleshoot discrepancies as needed.
  - Developed and maintain scheduling systems including sample processing, exercise lab and participants visits while assuring accurate registration into UCSF's EMR (APeX or Epic).

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4/2012 – 10/2013

### **University of California San Francisco, 550 16<sup>th</sup> Street, 6<sup>th</sup> Floor, San Francisco, CA**

**Clinical Research Marketing Analyst, Clinical Translational Science Institute (CTSI):** Responsible for the coordination, production, and implementation of recruitment marketing campaigns for UCSF clinical research studies in order to promote research and education in transitional science.

- Created content and developed clinical study marketing strategies for the design of printed and online collateral (brochures, posters, postcards, online social media platforms, static web-pages, static social media web pages, and online flash banner advertisements).
- Devised new strategic methodologies through the use of Google Analytics and Google Keyword Tools to suggest and develop newly formed Google Ad Word campaigns and social media strategies for clinical research recruitment.
- Created, analyzed and reported back on geo-targeted marketing campaigns through Google Ad Words, Facebook ads, Craigslist ads to measure the Return on Investment (ROI) of individual campaigns.
- Oversaw and executed tradeshows events, working with internal and external teams to develop booth designs and layout.
- Created content for e-marketing campaigns and on-site event promotions using MailChimp, HootSuite, and social media dashboards.
- Developed Search Engine Optimization (SEO) techniques to improve visibility of website pages through Google organic searches.
- Successfully implemented clinical study Facebook & Twitter messaging strategy focusing and incorporating IRB approved study information into overall messaging of posts.
- Collaborated and facilitated marketing projects for the submission to IRB's to assure all stipulations are address as quickly as possible.
- Assisted with outreach recruitment efforts, pre-screening potential study participants and registering study specific data via Salesforce CRM (transfer source documentation via Case Report Form, CRF).

2010 - 2012

### **Sausalito Art Festival Foundation, 2400 Bridgeway, Suite 220, Sausalito, CA**

**Operations Manager:** Responsible for all aspects of event operations management for the Sausalito Art Festival Foundation. Assists and collaborates with the Executive Director on an award winning national Art Festival event attended by over 30,000 patrons.

- Facilitated the writing, production and printing of Sausalito Art Festival Foundation related materials pertaining to the Festival and Foundation business. Created, developed, copyedited, proofread, and managed content for organization's web presence.
- Keen diagnostic analysis of Google Analytics in order to implement newly formed marketing strategies and social media marketing strategies for Facebook, Twitter and YouTube.
- Served as key liaison to festival committee heads, board of trustees and volunteers. Responsible for all training, communication, and organization of 1,300 festival volunteers. Managed the needs of 42 committee heads to ensure seamless execution.
- Developed and coordinated production timelines. Ensured that operations production deadlines are met and are within budget such as on-site supply shipments, on-site production, merchandising, and public relations implementation, social media implementation, marketing strategies, festival security, city and insurance permitting.
- Updated copy for the Festival Foundation website. Assured content accuracy on a regular and consistent basis, utilizing WordPress.
- Created, maintained and updated festival artist database, managing payment receipts in a timely manner, as well as contracting with third party payment vendors such as Authorization Net and EventBrite payment processing.
- Increased online pre-event ticket sales by \$60,000, recommending and implementing an online purchasing system as well as developing specialty promotions for key patron demographics.
- Increased scholarship fund donations in the amount of \$34,000 derived from event silent auction by researching and implementing an online silent Auction strategy

2005 - 2010

### **University of California San Francisco – Benioff Children's Hospital, 505 Parnassus Avenue, San Francisco, CA**

**Administrative Analyst II:** Represented Hospital Executive Directors in all aspects of executive management and analytical support.

- Functioned in project-management role, rolling out uniforms to 700 staff, involving market research, selection of manufacturer, distributor and contract management while reporting expense expenditure to Executive and CFO of UCSF.
- Performed detailed analysis of national database to report patient satisfaction trends and benchmarking data.
- Developed and monitor report expenditures of all accounts, and manage HBS time records for 10 separate pediatric units.
- Assisted the UCSF Development and Events office with coordination of fundraising and special events; appropriate acknowledgement of gifts and recognition events, advocating fundraising needs and collaborating with the following organizations.
- Managed and assisted in-house events for UCSF Benioff Children's Hospital as well as the coordination of volunteer pool.
- Authorized vendor expenses, prepared requisitions, issued check requests, ordered services and equipment as needed.
- Acted as a project manager providing leadership hosting national conferences (NACHRI) at UCSF and various ad hoc projects.
- Prepared, set up complex presentations using PowerPoint incorporating outside professional technical staff with presentations.

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- 2004 - 2005 **University of California San Francisco, 350 Parnassus Avenue, San Francisco, CA**  
**HR Analyst I:** Represented the UCSF Labor Relations Director in interrelations with public staff, outside agencies and all levels of management in regard to union contracts. Served, as a key resource in response to concerns and questions in director's the absence.
- Managed and interpret UCSF policy according to union labor contracts, assisted with grievance process, employment arbitration and UCOP strike contingency plan. Keeping accurate time records in HBS.
  - Maintained reports for employee funding changes, new hire and transfer orientations, benefits level determination and administration, monthly leave reports, maintained various databases and spreadsheets.
  - Performed detailed analysis, coordinated and collected of local data creating reports & graphs with MS ACCESS & Excel.
  - Updated job descriptions and managed on-line "Brassring" employment system; providing guidance acting as a resource to employee labor relations issues and benefit information; managed and maintained organizational charts.
  - Managed a complex calendar of events in MS Outlook. Coordinated complex travel arrangements and expense reports.
  - Managed daily updates to UCSF Human Resource Website though Macromedia Contribute and HTML Coding.

- 1998 - 2003 **Genentech, Inc. Access to Care Foundation (a non-profit foundation), South San Francisco, CA**  
**Reimbursement Analyst - Growth Hormone; Activase and tNKase, Sales Systems:** Case managed growth hormone patients including the review and process of daily referrals through the uninsured patient program, analyzing and providing investigational data for third party payers.
- Helped with initial design, implementation of standard operation policies for Genentech's "**Access to Care Foundation**" which is an advocacy program that provides patients and healthcare providers with coverage and reimbursement support, patient assistance and informational resources to patients who do not have insurance coverage or who cannot afford their out-of-pocket co-pay costs.
  - **Genentech's Certificate of Excellence** for identifying eligible patients for commercial payment - a savings of \$450,000 annually.
  - Assessed reimbursement request including the analysis of insurance payment resolving discrepancies in payment levels, reconciled settlement amounts, meeting monthly closing deadlines while generating ad hoc reports through MS ACCESS.
  - Advocated patient needs through daily communication with the patient's medical doctors, pharmacist, distributors, sales representatives, and patient family members in regard to financial eligibility of Genentech product (Protropin, Nutropin, Nutropin AQ, Activase, and TNKase). In addition, facilitated drug shipment.
  - Maintained patient historical database to manage clinical assessments, patient growth charts, and laboratory treatments related to growth hormone therapy in order to report efficacy of growth hormone therapy to patient's health care provider.
  - Communicated approval, denial, and financial obligation of the Access to Care Foundation.

<b>Education</b>	<b>Community College of San Francisco, 2003 - 2005</b> San Francisco, CA Major: Medical Administration	<b>Broomfield High School, 1984</b> Broomfield, CO Major: HS Diploma
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**Technical Skills** *Salesforce CRM, MS Outlook, MS Excel, MS Word, MS PowerPoint, MS Act, MS Access, MS Publisher, Visio, Adobe Creative Suites 6, MicroMedia Contribute, TyperReader Plus, UDS FIMware (national medical data base), BRIO-QUERY, WordPress, Drupal, Constant Contact, MailChimp, BufferApp, HootSuite, HBS Payroll Management, iMovie, Aperture, 65wpm, Google Analytics.*

- Volunteer Opportunities**
- Scheduled to volunteer for LGBT's, The Center, January 2016
  - Scheduled to volunteer for the June 2016 California AIDS Lifecycle Ride as a Road Volunteer
  - VIP Concierge & Celebrity Host for the Carmel Art and Film Festival, 2013 thru 2015
  - VIP Celebrity Host for the National AIDS Walk San Francisco 2012 thru 2015.
  - Helped raise \$26,000 in personal donations for the California AIDS Lifecycle Ride from 2005 to 2009, and the California AIDS Ride in 2000. Donations are used to assist funding for San Francisco Bay Area HIV/AIDS research and HIV/AIDS community services.
  - Volunteer Captain for the Craigslist Foundation Boot Camp in 2007 and 2008. Managed a team of 50 volunteers.