

# Sheila Thorne

**President & CEO**

**Multicultural Healthcare Marketing Group, LLC**



**Associate Clinical Professor**

**Stony Brook University School of Social Welfare**

**Long Island, New York**

**Former Adjunct Professor (5 years)/Quinnipiac University School of Medicine**

**Physician Assistant Program**

**Hamden, Connecticut**

**Former Adjunct Professor (6 years)/Speech & Communications**

**Queens College of City University of New York**

**Special Guest Lecturer**

**Rutgers Robert Wood Johnson Medical School**

**(Graduate Students : Medical Social Workers)**

**Princeton, New Jersey**

**Annual Special Guest Lecturer**

**New York University / Department of Media, Culture and Communication**

**Moderator – Three Years – Amgen Health Equity Summit**

- Recognized as one of the nation's leading experts in multicultural healthcare marketing, cultural competency in healthcare delivery, health disparities, health equity, anti-bias training, DEI corporate initiatives and cross-cultural education
- Former Middle and High School teacher of foreign languages
- 27 years designing and implementing innovative, award-winning cross-cultural health education programs, marketing and media campaigns, clinical trial recruitment and retention campaigns, cultural competency training programs for the for-profit, not-for-profit, governmental healthcare organizations and agencies, pharmaceutical, biotech and medical device industries
- 300+ presentations as keynote speaker on Health Disparities, Health Equity and Cultural Competency for for-profit and not-for-profit healthcare organizations

- Conducted numerous Diversity, Equity & Inclusion/Cultural Competency workshops for national community-based organizations, voluntary health associations, pharmaceutical and Fortune 500 companies
- Former senior executive in six of the top U.S. health marketing communications and medical advertising companies
- Represented the top 50 pharmaceutical companies across a broad range of therapeutic categories throughout North America and, for six years, based in London, worked on behalf of the healthcare industry on the ground in communities in 6 countries in Western Europe and in 5 countries in Latin America – Argentina, Brazil, Mexico, Puerto Rico, and Dominican Republic
- Volunteer work for the New York New Jersey Puerto Rican Family Institute and Wellness Circles of Summit Institute for Research and Education (SHIRE) supported by AmeriHealth Plan
- Longstanding professional and personal relationships with National Medical Association (representing 50,000 physicians of African heritage), Association of Black Cardiologists, National Hispanic Medical Association, American Association of Physicians of Indian Origin, American Association of Pakistani Physicians of North America, National Black Nurses Association, National Hispanic Nurses Association, National Coalition of Ethnic Minority Nurse Associations, Asian and Pacific Islander American Health Forum, Chinese Medical Association, Association of Asian Pacific Community Health Organization, National Council of Asian Pacific Islander Physicians
- A member of the NBCSL (National Black Caucus of State Legislators) Corporate Roundtable
- Panelist and keynote speaker at numerous annual CBC (Congressional Black Caucus) Health Braintrust sessions
- Former member of Region II Health Equity Council part of the HHS/OMH National Partnership to End Health Disparities: Region II: New York, New Jersey, Puerto Rico and the U.S. Virgin Islands; Co-chair of the Cultural & Linguistic Competency Committee
- An HHS Certified Affordable Care Act (ACA) Application Enrollment Counselor Volunteer – Enrolled 130 uninsured African Americans and Latinos, coordinated 8 ACA Town Hall Meetings in New Jersey, conducted 12 ACA Community Workshops in English and Spanish, made 110 ACA presentations to faith and community-based organizations in New York, New Jersey, and Washington, DC
- Published numerous articles on cultural competency in pharmaceutical trade and consumer health publications: *Pharmaceutical Executive*, *Medical Marketing & Media*, *HealthLeaders.com*, *PharmaVoice*, *Journal of the New York State Dental Foundation*, *PM 360*, *Global Forum Magazine of Drug Information Association*, a columnist in the bi-monthly newsletter of the Society for Clinical Research Sites, *American Journal of Multicultural Medicine*, Former Health Editor of *The Harlem Times*; Editorial Advisory Board of *Medical, Marketing & Media* Featured in *Essence Magazine*, *Black Enterprise*, *The Positive Community (Religious) Magazine*, *The Network Journal*, NY WBSL-AM/FM Radio, New Jersey Legislative Black Caucus Cable TV Show.

## **CLINICAL RESEARCH EXPERIENCE**

Consultant with CROs (Clinical Research Organizations) and pharmaceutical sponsors on the cultural competence of research protocols for race-specific clinical trials/Designed and executed race-specific clinical trial recruitment and retention programs/Conducted cultural awareness workshops at Investigator Meetings including CRCs (Clinical Research Coordinators):

- Alzheimer's
- Breast Cancer
- CKD
- Epilepsy
- Headache Disorders/Migraine
- Hepatitis C
- HIV/AIDS
- Kaposi's Sarcoma
- Leukemia
- Lupus
- Multiple Myeloma
- Prostate Cancer
- Sickle Cell
- Type 2 Diabetes
- Uterine Fibroids

## **HOSPITAL EXPERIENCE**

Cross-Cultural Educational/Cultural Competency/Health Equity Training Programs:  
Physicians/PAs/NPs/Nurses/Administrative Staff/Peer Volunteers

- **Bon Secours Health System**
  - Baltimore, MD
- **Bronx-Lebanon Hospital Center**
  - Bronx, NY
- **Careview Medical Group**
  - San Diego, CA
- **Dallas-Ft. Worth Hospital Council**
  - Dallas, TX
- **Englewood Hospital & Medical Center**
  - Englewood, NJ
- **Hackensack University Medical Center**
  - Hackensack, NJ
- **Henry Ford Health System**
  - Detroit, MI
- **Kings County Hospital Center – Behavioral Unit**
  - Brooklyn, NY

- **Massachusetts General**
  - Boston, MA
- **Methodist Health System**
  - Austin, TX
- **Memorial Sloan Kettering – Call Center Staff**
  - New York, New York
- **MLK, Jr. Westchester Avenue Clinic/Bronx Lebanon Hospital**
  - Bronx, NY
- **Montefiore Medical Center**
  - **Bronx, NY**
- **National Association of Children’s Hospitals and Related Institutions (NACHRI)**
  - Washington, DC
- **National Association of Health Services Executives (NAHSE)**
  - New York, NY (Harlem Hospital)
- **United States Hospital Association**
  - Princeton, NJ
- **Provident Hospital**
  - Chicago, IL
- **St. Michael’s Medical Center**
  - Newark, NJ
- **Stony Brook University Medical Center**
  - Stony Brook, Long Island, New York
- **White Memorial Medical Center – Adventist Health System**
  - Los Angeles, CA

**HONORS AND AWARDS**

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| <b>2025</b> | <b>2<sup>nd</sup> time Selected: One of New York Power Women of Manhattan – Schnepps Media</b>   |
| <b>2022</b> | <b>Ragan’s Top 25 Women in Communications Award<br/>New York Power Women of Manhattan – Schnepps Media<br/>Healthcare Hero Award – Schnepps Media</b>  |
| <b>2021</b> | <b>PharmaVOICE Magazine / One of 100 Most Inspiring People in Life Sciences</b>  |
| <b>2017</b> | <b>International Brotherhood of the Elks / Civil Liberties Division<br/>Community Service Award</b>  |
| <b>2015</b> | <b>International Brotherhood of the Elks / Civil Liberties Division<br/>Community Service Award – Obamacare Educational Campaign</b>   |
| <b>2013</b> | <b>Englewood Hospital and Medical Center – Patient Advocacy Award<br/>Omega Psi Phi /Nu Beta Beta Chapter – Citizen of the Year Award<br/>Nominated to be a Champion for Coverage for Affordable Care Act by<br/>The White House Office of Public Engagement</b> |
| <b>2011</b> | <b>YWCA Bergen County – Community Service Award</b>  |
| <b>2005</b> | <b>NAACP – Freedom Fund Award</b>  |
| <b>1999</b> | <b>National Black Leadership Initiative on Cancer – “Unsung Heroes” Award</b>  |

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**For more information, client experience and references:**

**Direct Dial: 201-898-4407**

**Visit website: [www.sheilathorne.com](http://www.sheilathorne.com)**