



Sheila L. Thorne

President & CEO

Multicultural Healthcare Marketing Group, LLC (Direct Dial: 201-898-4407/Email: sthornemhmg@outlook.com)

A native New Yorker and former senior executive in five preeminent healthcare marketing and communications companies, Sheila Thorne is an international health and healthcare marketing strategist with specific expertise in diverse global cultures. For more than two decades, she has worked with healthcare professionals throughout North America, and while based in London for six years, worked throughout Latin America and Western Europe representing the top 50 pharmaceutical, biotech and medical device companies and 20 U.S. hospital systems in the clinical research and marketing of prescription medicines and consumer health products to people of color.

Fluent in three languages, her experience and work include cultural competency and anti-bias training in healthcare delivery for healthcare executives, clinical research, sales and marketing teams of pharmaceutical companies, hospital systems, medical teaching institutions and health insurance companies across a broad range of therapeutic categories. Sheila has longstanding relationships with numerous health leaders of Black, Latino, Asian and Native American medical societies and has worked extensively with Congressional Black and Hispanic Caucuses, National Black Caucus of State Legislators, National Association of Latino Elected Officials and Asian Pacific Islander American Health Forum.

A former high school teacher of foreign languages, she is Associate Clinical Professor at Stony Brook University School of Social Welfare, Adjunct Professor in the Physician Assistant Program at Quinnipiac University School of Medicine, an annual guest lecturer on ethnic media relations at New York University Media, Culture and Communications Department and lecturer on cultural competency in healthcare at Rutgers Robert Wood Johnson Medical School. Sheila is known for her expertise and unique ability to galvanize community involvement, public sector intent and the enlightened self-interest of the private sector.

Sheila is the recipient of many awards for her innovative multicultural marketing and outreach strategies, included among which are the NAACP Freedom Fund Award for her efforts to seek quality healthcare for all, National African American Leadership Initiative on Cancer "Unsung Heroes" Award and the Community Service Patient Advocacy Award from Englewood Hospital Medical Center. Sheila was recognized by The White House Office of Public Engagement for her volunteer work to educate communities of color in New York, New Jersey and Washington, DC about the landmark Patient Protection and Affordable Care Act (Obamacare).

A much sought-after cultural competency speaker, she has given over 250 keynote speeches to an array of national health associations, medical societies, medical teaching institutions and voluntary health associations. She is published in *Medical, Marketing & Media*, *Pharmaceutical Executive*, *PharmaVoice*, *HealthLeaders.com*, *Journal of Multicultural Medicine*, Drug Information Association *Global Forum* digital newsletter, a regular columnist in the Society for Clinical Research Sites quarterly newsletter, and is former Health Editor of *The Harlem Times*.

She has been featured in *Essence Magazine*, *Black Enterprise*, *The Positive Community*, *Madame Noire*, *The Network Journal*, WBLS 107.5FM radio, a panelist during the sessions of the annual Congressional Black Caucus Health Braintrust and special guest on New Jersey Legislative Black Caucus Cable Show with host Senator Ron Rice, Chair of the New Jersey Legislative Black Caucus.

CLINICAL RESEARCH EXPERIENCE

Consultant with CROs (Clinical Research Organizations) on the cultural competence of research protocols for race-specific clinical trials focused on:

- Breast Cancer
- Prostate Cancer
- Alzheimer's
- Lupus
- Type II Diabetes
- Multiple Myeloma
- Sickle Cell
- Leukemia

Designed and executed race-specific clinical trial recruitment and retention programs, conducted awareness of cultural insights workshops for sponsors, global research teams; conducted cultural competence workshops at investigator meetings for PIs and CRCs for:

- Hepatitis C
- HIV/AIDS
- Uterine Fibroids
- Anemia Associated with (CKD) Chronic Kidney Disease

HOSPITAL EXPERIENCE

Cross-Cultural Education Training Programs – Ethnographic Qualitative Market Research

- **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
- **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