

BONNIE BIZZELL

Healthcare Strategy & Engagement Leader

Seattle WA • +1-206-239-8049 • bizzellb@gmail.com • [linkedin.com/in/bonniebizzell](https://www.linkedin.com/in/bonniebizzell) • www.bonnie-bizzell.com

Healthcare strategy leader with an MBA, MEd, and 15+ years of experience driving organizational growth through stakeholder engagement, strategic partnerships, communications, and person-centered innovation. Built collaborations across health systems and community organizations, reaching more than 17,000 individuals through initiatives that improved health literacy, participation, and care experiences.

SELECTED IMPACTS

- **Led statewide patient education** initiatives across 15+ health systems and 10+ community organizations.
- **Developed educational healthcare programs and curricula** reaching 17,000+ individuals.
- **Guided patient engagement strategy** for a \$12.9M clinical trial resulting in nationally published research.
- **Managed cross-functional teams** of up to 300 staff and complex organizational transitions.

SKILLS

Leadership: Strategic Organizational Planning & Growth; Change Management; Cross-Functional Team Leadership; Stakeholder Engagement & Partnership Development; Budget & Vendor Management; Leadership Mentoring

Patient-Centered Healthcare: Person-Centered Care Innovation; Health Equity & Public Health; Patient Engagement & Health Literacy; Patient-Centered Research; Outcome Measurement & Impact Assessment

Outreach & Performance: Digital & Content Strategy (SEO, Social, Brand); Data-Driven Decision Making; KPI Development; Process Improvement (Lean / 5S / QA); Accessibility Compliance; Adult Learning; Program Development & Management; Public Speaking & Relations

WORK EXPERIENCE

Owner

April 2022 – Present

one good moment | Bonnie B LLC, Seattle WA

Healthcare strategy, communications, and education consultancies serving organizations, nonprofits, mission-driven businesses, and individuals.

- Create over 10 custom public-use healthcare and deathcare tools for decision-making, ensuring accessible, equity-focused content for health literacy and culturally responsive communications
- Develop SEO-driven social media and content strategies for healthcare and nonprofits, generating 75+ posts and 12 blogs monthly
- Coach clients for engagement, design, and relatability in presentations and curricula; provide executive feedback on presentations for high audience participation
- Advise on new service expansions based on data and feasibility with integrated stakeholder feedback and strategic asset mapping

Interim Executive Director

December 2022 – June 2023

People's Memorial Association, Seattle WA

Oldest national nonprofit dedicated to funeral consumer education and advocacy, serving more than 75,000 members in Washington State.

- Guided staff, board, and volunteers through organizational transition, aligning resources and maintaining service delivery for 75,000+ members without disruption
- Negotiated vendor contract renewals with 20+ funeral services providers statewide to improve quality, access, and partnership terms
- Standardized assistance grant program, delivering timely relief for 40+ families, incorporating DEI principles in eligibility and outreach
- Managed logistics, content, and engagement for virtual annual member meeting with 150+ attendees while promoting inclusive representation

CODA Patient Advisory Chair & Executive Committee Member December 2014 – December 2021

CERTAIN Research Collaborative (University of Washington), Seattle WA

University of Washington clinical research collaborative advancing patient-focused outcomes research through multi-institutional partnerships and stakeholder engagement.

- Championed patient-centered research protocols for \$12.9M clinical trial, integrating patient and caregiver perspectives into study design, materials, and communications
- Led patient advocacy over 5 years, shaping multi-phase research design and ensuring evidence-based content for trial execution
- Co-authored 4 peer-reviewed papers in JAMA Surgery, NEJM, and BMJ Open on patient involvement and research outcomes and publicly represented CODA patient voice in news stories and conferences

Assistant Director (Community)| Program Manager May 2016 – November 2021

Honoring Choices Pacific Northwest (Washington State Hospital Association), Seattle WA

Joint statewide initiative of the Washington State Hospital Association and Washington State Medical Association improving advance care planning in systems and for individuals.

- Directed statewide initiative, managing programs and budgets to align hospital policies and practices with emerging standards, elevating performance for 15+ health systems and 10+ community programs
- Developed and implemented health education and community engagement models, mentoring 15+ partners to self-sufficiency and achieving 17,000+ total interactions
- Created new market-specific products, materials, curricula, and tools for improved patient education, engagement, and informed decision-making
- Doubled global social media reach through expanded digital learning initiatives, including webinars and plays, positioning the organization as a leader in advance care planning
- Championed inclusivity by drafting Black Lives Matter response and ensuring alt-text for 100% of social media content
- Commended in 2018 by national leaders in for our collaborative, person-centered programming

Site Manager February 2003 – May 2016

Pearson, Auburn WA, Kent WA, San Antonio TX, San Juan PR

Global education company providing educational content, assessments, and testing services for schools, higher education, and professional organizations.

- Cultivated a high-performance workplace culture, implementing targeted professional development for 300+ staff, achieving a 95% client satisfaction rating
- Optimized workflows via Lean, 5S, and QA processes, achieving up to \$17K in annual cost savings through operational efficiency improvements
- Developed and implemented KPIs tracking systems for staff performance and program success, informing real-time adjustments to drive 75% improvement in key operational metrics
- Advised human resources teams on performance management, led employee engagement initiatives, and mentored 5 women into leadership positions
- Managed operations and staff across multiple nationwide facilities, including San Juan, Puerto Rico, overseeing 5000+ employees and recognized for best practice in audits during tenure

EDUCATION

Master of Education

Seattle Pacific University, Seattle WA

Master of Business Administration

University of Washington, Tacoma WA

Bachelor of Arts, English
Bachelor of Fine Arts, Theatre Studies
University of Texas at Austin, Austin TX