

# Johanne I. Laboy, PhD, MBA

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**Patient advocate and communication professional ready to strategize, direct and implement programs that improve the health and well-being of individuals. Experienced in managing varied projects and budgets from \$10K-\$300K. Skilled in communication and marketing strategy, community engagement and marginalized populations.**

Fully-bilingual (Spanish/English) patient advocate with 20 years of experience as a marketing and communications practitioner. Trained in interdisciplinary fields, including communication, business administration, and health promotion. Extensive experience in community relations, public relations, marketing strategy and event planning. Exceptional organizational, interpersonal, oral, and written communication skills. Outstanding ability to collaborate, develop partnerships, and improve services. Demonstrated organizational leadership skills. Strong background in engaging and partnering with Hispanic/Latinx communities. Leadership style that focuses on vision development/mission accomplishment, determination, collaboration, inclusion, and transparency.

- Solid program/project management skills
- Interdisciplinary communication
- Innovation advocate and champion
- Proven organizational leadership
- Corporate, government, non-profit experience
- Decision making and problem-solving
- Policy and procedure design and development
- Strong rapport building & relationship management

## PROFESSIONAL EXPERIENCE

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<b>UNC SCHOOL OF NURSING MOBILE HEALTH CLINIC, Chapel Hill, NC</b>	<b>07/2017- Present</b>
<b>Adjunct Assistant Professor, Clinic Manager, Communications Director</b>	07/2018 - Present
<b>Volunteer Health Communicator</b>	07/2017 - 07/2018

Design, organize, and lead clinic services and activities in conjunction with the clinical director. Design and develop the clinic's overall strategic direction and tactical plans while ensuring alignment with the UNC School of Nursing and UNC Health Systems organizational vision and mission. Assist in the design, development and management of the clinic's healthcare systems, processes, and tools. Spearhead innovation to improve practices and procedures. Lead a wide variety of projects including design, development and production of communication pieces, social media management, technology development and implementation, outreach to community partners, and language interpreting.

- Established new partnerships between the clinic and other institutions, including Cary WIC, Prevent Blindness North Carolina, the Center for Hispanic Families, Alliance Medical Ministries, and the Catholic Parish Outreach, that provided our patients and visitors with increased access to services and resources.
- Collaborated in maintaining trusted relationships with DHHS program coordinators and providing services that improve the health, safety, and well-being of our community.
- Provided translation services that allowed the clinic to reach and serve an additional 40% of participants and helped increase the number of people served by 95% from 385 patients per year to 756.
- Switched the clinic's intake and evaluation activities from pen and paper to a digital platform that facilitates data-driven activities and reduced by 60% the number of hours required for data analysis and reporting.
- Designed and developed the clinic's Facebook page and website <https://mobilehealthclinic.web.unc.edu/>, increasing the number of people who have access to online information about the clinic's services and activities.
- Developed the Clinic's *Operational and Policy Manual* and the *Staff, Student and Volunteer Handbook*.
- Conceptualized and developed Looking Up, a chronic disease self-management program designed to empower low-income individuals to manage chronic health conditions and improve their quality of life.

**DUKE UNIVERSITY HEALTH SYSTEM, Durham, NC****09/2016 - 07/2017****Program Director**Center for Community and Population Health Improvement  
Duke Clinical Translational Science Institute

Led a variety of functions to advance academic, community engagement, policy, and research initiatives, systems, and programs. Piloted the design, development and implementation of the necessary procedures and operating policies needed to advance those programs. Designed and developed business and communications strategies that added value to the center and helped forward the Center’s vision and mission.

- Conceptualized, implemented, and managed the \$200K Population Health Improvement Awards funding program that continues to foster community-research partnerships that develop solutions to improve population health.
- Worked with national organizations including the Patient-Centered Outcomes Research Institute and IBM Health to develop and implement communication frameworks to share information and map healthcare interventions.
- Led the development of a stakeholder engagement plan and mobilized 150 diverse members of the community to attend the Patient Center Outcomes Research town halls.
- Developed and implemented internal and national Center strategies including the development of a logic model critical for the submission of the nationally prestigious Clinical and Translational Science Award.
- On-boarded and trained two program coordinators who gained valuable skills and increased performance.
- Contributed to research and grant management activities and policy development.
- Managed the Research Works-In-Progress lunch series that highlighted the School of Medicine researchers and their work on healthcare exploration and analysis.

**NORTH CAROLINA STATE UNIVERSITY, Raleigh, NC****08/2011-12/2015****Social Scientist**

08/2011 - 12/2015

**Instructor of Record**

08/2014 - 08/2015

**Graduate Consultant**

08/2013 - 12/2015

**Graduate Research Assistant**

08/2011 - 09/2013

Held multiple roles spanning a variety of functions and systems, including consulting for the Campus Writing and Speaking Program, teaching public speaking, and coordinating grant-writing solicitation and reporting. My work culminated with the completion of my doctoral dissertation on irrational health beliefs about type 2 diabetes.

- Served as solicitation and grant coordinator for a \$2 million NSF grant designed to increase student interest and achievement in STEM and ICT careers. About 50 teachers and 5,000 students were impacted by the work.
- Collaborated in the writing and production of at least eight manuscripts published in peer review journals focusing on the intersections of communication and health/healthcare.
- Managed 15+ events per year including workshops, training sessions, speaker series and round tables; and developed promotional strategies that helped increase participation by 60% for those events and helped advance the program’s vision and mission.
- Modified the public speaking curriculum to adjust for the needs of a class 90% comprised of English as a second language engineering students. The students gained valuable presentation skills, as the modifications included lessons on cadence modification, body language, and improvisation.
- Worked with diverse publics and marginalized populations while engaged in dissertation work and built effective collaborations and partnerships with community and health organizations.
- Developed rapport with health-program clients, community health workers, and healthcare systems.
- Used 21st century technology to enhance the learning environment and developed engaging and innovative lectures.

## SERVICE/VOLUNTEER EXPERIENCE

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### **Nursing Home Patient Advocate**

01/2008 – Present

Provide patient and care giver support. Recruit and manage volunteers.

### **Meals for Migrant Workers**

05/2004 – 10/2007

Served as committee chair and recruited more than 250 volunteers to donate meals and to help serve more than 1,200 migrant workers. Managed the ministry's \$1,500 budget.

## PUBLICATIONS

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Published in the *Journal of Nursing Education*, *Communication Studies*, the *Journal of Loss and Trauma*, the *International Journal of Information Management*, the *Encyclopedia of Cancer and Society*, the *Encyclopedia of Health Communication*, and the *Encyclopedia of Human Services and Diversity*. Also served as a participant in several local and national academic conferences.

## EDUCATION

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### **Ph.D.**, Communication, Rhetoric and Digital Media

North Carolina State University

### **M.B.A.**, Marketing and International Business

University of South Florida

### **B.A.**, Public Relations and Advertising

University of South Florida

## DISSERTATION

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Title: Irrational Health Beliefs and Type 2 Diabetes: Their Source, Nature, and Impact in the Hispanic Community.

This study addressed issues impacting diabetes-related health beliefs, ethnic/racial minorities, and health disparities. Type 2 diabetes mellitus is a significant public health threat, especially among individuals of Hispanic ethnicity. By exploring how health beliefs affect diabetes-related prevention and management among Hispanics, my dissertation provided insight into the cultural and behavioral factors that might account for these health inequities.

Advisor: Kama Kosenko, NCSU

## CERTIFICATIONS

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### Certificate of Accomplishment in Teaching

North Carolina State University

### Health Disparities Certificate

University of North Carolina, Chapel Hill,

Estimated completion, 2021