

# *Natasha Beauchamp Curriculum Vita*

## Education

|                                      | <u>Degree</u> | <u>Year</u> | <u>Area of Study</u>          |
|--------------------------------------|---------------|-------------|-------------------------------|
| University of California, Santa Cruz | BA            | 1978        | Sociology and Women's Studies |
| University of Alberta, Canada        | MSc           | 2003        | Health Promotion              |
| University of Florida                | grad cert.    | 2008        | Geriatric Care Management     |

## Job History

|            |   |
|------------|---|
| 2002-      | Research Scientist/Consultant, Oregon Center for Applied Science, Eugene, OR  |
| 2004-2005  | Vice President of Special Projects, Oregon Center for Applied Science, Eugene, OR   |
| 2001- 2006 | Senior Consultant for the eHealth Institute, promoting collaborative strategies for the deployment of health education and services over the Internet                               |
| 2001-      | Owner/Webmaster, Elder Pages Online (formerly, Let's Collaborate!), Internet marketing tools for elder care professionals, Eugene, OR & Sebastopol, CA.<br>www.elderpagesonline.com |
| 1994-95    | Instructor, Business Development Center, Lane Community College, Eugene, OR   |
| 1993-02    | Project Coordinator, Oregon Center for Applied Science, Eugene, OR  |
| 1983-94    | Business/Marketing Consultant, desktop publishing, Santa Cruz, CA & Eugene, OR  |
| 1983-91    | Office Manager, Dr. Kathryn Morris, family practitioner, Santa Cruz, CA   |

## Certificates

|      |  |
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| 2004 | Certified Red Cross Family Caregiver Trainer                   |
| 2004 | NIH Certification for Protection of Human Subjects in Research |
| 2004 | ELNEC Training on Pediatric Palliative Care                    |

## Volunteer Experience

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|-------------|--|
| 2011 -      | Social Media Panelist for Journal of Pain Management, Stanford University, CA  |
| 2010 -      | Member of the Steering Committee for the National Council of Hospice & Palliative Professionals, Development/Marketing/PR Section                  |
| 2008 - 2010 | Hospice volunteer for Sutter VNA and Hospice, Santa Rosa, CA   |
| 2008        | Family Consultant intern, Redwood Caregiver Resource Center, Santa Rosa, CA  |
| 2001-2004   | Member of Western Region Advisory Council for Rallying Points, coordinating organizational support for end of life community coalitions nationwide |
| 2001-2003   | Secretary-Treasurer of Partners to Improve End of Life Care, Eugene, OR  |
| 1997-2007   | Hospice volunteer and founder of "Letters Across Time" program, Hospice of Sacred Heart, Eugene, OR  |

## Multimedia Programs

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|---|
| Dominick, S.A., Irvine, A.B., Beauchamp, N., Seeley, J.R., Nolen-Hoeksema, S., Doka, K.J., & Bonano, G.A. (2007) <u>Making sense of grief</u> . Oregon Center for Applied Science. Web-based video program. |
| Beauchamp, N. & Johnson, B.F. (2005). <u>Caregiver's friend: Living with serious illness</u> . Oregon Center for Applied Science. Web-based video program   |
| Beauchamp, N. & Irvine, A.B. (2002, 2004). <u>Caregiver's friend: Dealing with dementia</u> . Eugene, OR: Oregon Center for Applied Science. CD-ROM and Web-based video program.                            |

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- Beauchamp, N. & Irvine, A.B. (2002). Seniors on the move: An exercise planning program for older adults. Eugene, OR: Oregon Center for Applied Science. Web-based video program.
- Beauchamp, N. & Irvine, A.B. (2001, 2004). Caregiver's friend: Sensitive conversations. Eugene, OR: Oregon Center for Applied Science. CD-ROM and Web-based video program.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (2000). Interactive health risk appraisal for seniors. Eugene, OR: Oregon Center for Applied Science. CD-ROM and touch-screen kiosk program.
- Irvine, A.B., Beauchamp, N., & Philips, L. (2000). Parenting for single mothers. Eugene, OR: Oregon Center for Applied Science. CD-ROM.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (2000). Interactive health risk appraisal. Eugene, OR: Oregon Center for Applied Science. CD-ROM and touch-screen kiosk program.
- Irvine, A.B., Beauchamp, N., Duncan, S.W., & Duncan, T.E. (2000) Healthy exercise: Getting started. [CD-ROM] Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., & Beauchamp, N. (1998). Dealing with dementia: An interactive guide for caregivers. Eugene, OR: Oregon Center for Applied Science. CD-ROM.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The Healthy Habits Appraisal for worksites [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The senior Healthy Habits Appraisal [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The Healthy Habits Appraisal for clinics [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.

## Awards

- Gold Medal (2004), Caregiver's Friend: Dealing with Dementia [Web-based Interactive Video Program] Sponsored by World Wide Web Health Awards, Libertyville, IL.
- Bronze Award (2004), Caregiver's Friend: Dealing with Dementia [Web-based Interactive Video Program] Sponsored by Summit Creative Awards, Portland, OR
- Merit Award (2004) Caregiver's Friend: Sensitive Conversations [Web-based Interactive Video Program] Sponsored by World Wide Web Health Awards, Libertyville, IL.
- Award of Distinction, Instructional Category. (2003). Ageing Family: Seniors on the Move [Internet web site]. Sponsored by Communicator Awards, Arlington, TX.
- Award of Distinction, Instructional Category. (2001). Caregiver's Friend: Sensitive Conversations [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Merit Award (2001). Interactive Health Risk Appraisal for Seniors [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.
- Bronze Award (2001). Interactive Health Risk Appraisal for Seniors [CD-ROM]. Sponsored by Mature Media division of the National Health Information Resource Center, Libertyville, IL.
- Bronze Award (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by Summit Creative Awards, Portland, OR.
- Bronze Award (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.
- First Place, American Public Health Association Public Health Materials. (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by Public Health Education and Health Promotion Section of the American Public Health Association.

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- Award of Distinction (2001). Parenting for Single Moms: Consequences [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Bronze Telly Award. (2001). Parenting for Single Moms: Consequences [CD-ROM]. Affiliated with The Center for Creativity, Ashland, KY.
- Merit Award. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.
- Bronze Apple Award. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by National Educational Media Network, Oakland, CA.
- Honorable Mention award, Interactive Health Education Category. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Telly Award finalist. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Affiliated with The Center for Creativity, Ashland, KY.

## Community-based Websites

Beauchamp, N. (2007- present). [www.seriousillness.org/demo](http://www.seriousillness.org/demo). Brandable template for an educational website to be used as a marketing vehicle for eldercareprofessionals seeking to reach Boomer daughters and sons earlier in the caregiving process. Client websites include:

Hospice & Palliative Care (Advanced Illness)

- Delaware Hospice Transitions Program (Delaware): [www.seriousillness.org/delaware](http://www.seriousillness.org/delaware)
- Hospice of Lancaster (Lancaster, PA): [www.seriousillness.org/lancaster](http://www.seriousillness.org/lancaster)
- Home Connections of Hospice Buffalo (Buffalo, NY): [www.KeepMomAtHome.org/buffalo](http://www.KeepMomAtHome.org/buffalo)
- Casa de la Luz Hospice (Tucson, AZ): [www.seriousillness.org/pima](http://www.seriousillness.org/pima)
- Solari Hospice Care (Houston, TX): [www.seriousillness.org/houston](http://www.seriousillness.org/houston)

PACE program (Program for All-inclusive Care of the Elderly)

- Center for Elders' Independence (Oakland, CA): [www.KeepMomAtHome.org/eastbay](http://www.KeepMomAtHome.org/eastbay)

Geriatric Care Managers & Private Duty Care Providers

- Elder Options (Sacramento, CA): [www.elderpages.com/sacramento](http://www.elderpages.com/sacramento)
- Decades Group (Albuquerque, NM): [www.KeepMomAtHome.org/albuquerque](http://www.KeepMomAtHome.org/albuquerque)
- Knox Care Management (Knoxville, TN): [www.elderpages.com/knoxville](http://www.elderpages.com/knoxville)
- A Family Member HomeCare (Hollywood, FL): [www.elderpages.com/southflorida](http://www.elderpages.com/southflorida)
- Life Care Solutions (Colorado Springs, CO): [www.KeepMomAtHome.org/pikespeak](http://www.KeepMomAtHome.org/pikespeak)

Beauchamp, N. et al. (2004). Prototype for Children's Hospice and Palliative Care Coalition. <http://www.seriousillness.org/child>

## Publications

- Beauchamp, N. & Cherry, David. (2010). Social Media—Why all the fuss? Newsline (monthly publication of the National Hospice and Palliative Care Organization), 21(8), 10-16
- Dominick, S.A., Irvine, A.B., Beauchamp, N., Seeley, J.R., Nolen-Hoeksema, S., Doka, K.J., & Bonano, G.A. (2009-2010). An Internet tool to normalize grief. OMEGA: The Journal of Death and Dying, 60(1) 71-87.
- Beauchamp, N. (2008) Driving traffic to your website. Newsline (monthly publication of the National Hospice and Palliative Care Organization), 19(8), 14-18.
- Beauchamp, N. (September 2007). How to best use your hospice website. Hospice Letter, 28(6), pp. 6-8.

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- Beauchamp, N. (2007) Your web site: Tips to ensure it's meeting your goals. Newline (monthly publication of the National Hospice and Palliative Care Organization) 18(4), pp. 8-11.
- Beauchamp, N. (2007) Your web site as a marketing tool. National Hospice and Palliative Care Organization. (Internet) Available to members at [www.nhpco.org](http://www.nhpco.org).
- Beauchamp, N. (2007). CAPC and the Internet: A study with recommendations. Report prepared for the Center to Advance Palliative Care.
- Beauchamp, N. & Eng, T. (2006) eHealth: The momentum is building. Proceedings of the 2005 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>.
- Beauchamp, N., Irvine, A.B., Seeley, J., & Johnson, B. (2005). Worksite-based Internet Multimedia Program for Family Caregivers of Persons with Dementia. The Gerontologist. 45(6), 793-801
- Eng, T. & Beauchamp, N. (2005). The role of the Internet in supporting consumer health decision-making. In R. F. Rich & C. T. Erb (Eds.) Consumer Choice and Health Care Policy Changes. Policy Studies Review Annual, v.14. Somerset, NJ: Transaction Publishers.
- Beauchamp, N. & Eng, T. (2005) eHealth: Achieving Mainstream Acceptance. Proceedings of the 2004 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Eng, T. & Beauchamp, N. (2004). eHealth: Striving for Critical Mass. Proceedings of the 2003 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Beauchamp, N., & Eng, T. (2003). Sustaining eHealth in Challenging Times. Proceedings of the 2002 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Irvine, A.B., Beauchamp, N., Ary, D.V., Noell, J., & Wells, J. (1998, October). Use of interactive multimedia HRA's: Three studies. In J.E. Dewey (Ed.), Proceedings, 34th Annual Meeting of Society of Prospective Medicine. Newport, RI.
- Irvine, A.B., Beauchamp, N., & Wells, J. (1997). Interactive health risk appraisal for behavior change. Health Education and Behavior, 24(1), 8-9.

## **Selected Professional Presentations**

- Beauchamp, N. & Cherry, D. (2011). Facebook for Hospice: A Beginner's Workshop. 26<sup>th</sup> Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization, National Harbor, MD, April 7, 2011.
- Beauchamp, N. (2011). How to conduct a webinar or teleconference. 26<sup>th</sup> Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization, National Harbor, MD, April 9, 2011.
- Beauchamp, N. (2010). Marketing home care in the digital age. Webinar: Innovate Today. October 27, 2010.
- Beauchamp, N. (2010). E-newsletters: Reaching Boomer daughters and sons. National PACE Association Annual Conference, San Francisco, CA. October 3, 2010.
- Beauchamp, N. (2010). Using the Internet (safely) for collaboration. National Hospice and Palliative Care Organization: Developing the Care Continuum Conference. Boston, MA. August 7, 2010.
- Beauchamp, N., Wallace, S., Cherry, D., & Paul, L. (2010). Social Media and Hospice: Effective use of Facebook, Twitter, YouTube and Blogging. Pre-Conference session at the 25th Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization, Washington, D.C., April 21, 2010.
- Beauchamp, N. (2010). From Google to Blogging to Email: Making more effective use of the Internet. National Association of Professional Geriatric Care Managers Annual Conference, Albuquerque, NM, April 15, 2010.

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- Beauchamp, N. (2010). Marketing hospice in the digital age. Webinar for the National Hospice and Palliative Care Organization. March 23, 2010.
- Beauchamp, N. (2009). E-newsletters: Connecting with caregivers and volunteers using email. Presented at the 6th Conference on Volunteerism and Family Caregiving, sponsored by the National Hospice and Palliative Care Organization, December 4, 2009, Orlando, FL
- Beauchamp, N. (2009). Use your website to promote your hospice. Presented as a teleconference for Alabama Hospice Association. September 16, 2009
- Beauchamp, N., & Davis, D. (2009, June). Savvy Internet Strategies: Stretching your Marketing Dollar. Calif. Assisted Living Assoc. Conference: Advancing our Collective Vision, June 9, 2009. Sacramento, CA
- Beauchamp, N. (2009, April). E-newsletters 101: Using the Internet to support marketing, sales and development. Webinar sponsored by Health Resources Online, April 2, 2009.
- Beauchamp, N. (2008, November). Family caregivers: The backbone of the national eldercare system. Presented as a teleconference to Transcend Hospice Marketing, Holland, OH. November 17, 2008.
- Beauchamp, N. (2008, November). Use your website to expand your reach and increase earlier referrals. Presented as a teleconference to the Wisconsin state hospice association, HOPE of Wisconsin. November 13, 2008.
- Beauchamp, N. (2008, August). Reach Family Caregivers Earlier in the Process: Use Your Website to Improve Access. Presented at the 2nd Annual Access and Inclusion Conference of the National Association of Hospice and Palliative Care Organization. Minneapolis, MN, August 18, 2008.
- Beauchamp, N. (2008, April). Make your website more productive: Using the Internet for marketing, fund-raising, and advocacy. Presented at the 23rd Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization. Washington, DC, April 12, 2008.
- Beauchamp, N. (2008, March). Improve your reach through your website. Presented at Aging in America, 2008 Annual Conference of the National Council on Aging and the American Society on Aging in Washington, DC, March 26-30, 2008.
- Beauchamp, N. (2008, March). Using the Internet to accomplish your mission. Presented at Aging in America, 2008 Annual Conference of the National Council on Aging and the American Society on Aging in Washington, DC, March 26-30, 2008.
- Beauchamp, N. (2008, February). Getting the most from your hospice website to build stronger community relationships, increase awareness and referrals. Webinar sponsored by Health Resources Online, February 21, 2008.
- Beauchamp, N. (2007, July). Make your website serve your mission and goals. Presented at the 2007 32nd Annual Conference of the National Assoc. of Area Agencies on Aging in San Francisco, CA.
- Beauchamp, N. (2005, May). Designing a website to meet your goals. Presented at the monthly meeting of the Roseburg End of Life Coalition, Roseburg, OR.
- Beauchamp, N. (2004, September). Internet resources for parents of seriously ill children. Presented at Conversations Before the Crisis, 3<sup>rd</sup> Annual Rallying Points Conference, Newport Beach, CA.
- Beauchamp, N. (2004, July) Gaps in care: An Oregon survey of needs at the end of life. Presented at the Oregon Chapter meeting of the Rallying Points Western Regional Conference in Portland, OR.
- Beauchamp, N. (2004, April). Using the Internet to accomplish your mission. Presented at the 2004 Joint Conference of the American Soc. on Aging and the National Council on Aging in San Francisco, CA.
- Beauchamp, N. (2004, April). Multimedia support for employed family caregivers of persons with dementia. Presented at the 2004 Joint Conference of the American Society on Aging and the National Council on Aging in San Francisco, CA.

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Beauchamp, N. & Brandt, K. (2004, April). Forming a coalition to achieve your goals. Presented at the 2004 Joint Conference of the American Society on Aging and the National Council on Aging in San Francisco, CA.