

Jennifer Johannesen, MSc Bioethics

WEB AND CONTENT STRATEGY CONSULTANT, HEALTHCARE ADVISOR

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SUMMARY

I am an experienced web and content strategy consultant, developing websites since 1995. I provide clients with strategic guidance and technical expertise throughout the vision, design, planning and development stages of their web projects. I also provide WordPress development services, having designed and built over 250 WordPress websites since 2007. Clients include healthcare facilities, health research institutes, academic institutions, small and medium businesses, as well as community organizations.

I provide advisory services to healthcare and academic institutions, supporting clinicians, researchers and project teams to improve patient services, inter-professional dialogue and education, and public communications. My expertise is gained through personal experience (as a parent of a child with severe disabilities), professional experience (as Web and Content Strategy Consultant to healthcare clients) and education (MSc Bioethics).

I critique healthcare and advocate for its reform in various forums. I have given keynote speeches, participated in professional panels, given lectures to students and clinicians, presented at professional conferences, appeared on public radio (CBC) and national television (CTV and Global), been profiled in the Toronto Star and have written a book (No Ordinary Boy).

WORK EXPERIENCE

HEALTHCARE ADVISOR – JOHANNESSEN.CA

2011 – present

Advisory services to healthcare and academic institutions, supporting clinicians, researchers, and project teams to improve patient services, inter-professional dialogue and education, and public communications

WEBSITE DEVELOPER, CONTENT STRATEGY CONSULTANT. PRINCIPAL, LOW TO THE GROUND CONSULTING – LOWTOTHEGROUND.CA

2007 – present

WordPress website development, content strategy, e-learning consulting, video production

HEALTHCARE CRITIC AND COMMENTATOR

2007 – present

Editor, author, and contributor to various publications and research (see below)

Essays and commentary on bioethics-related themes at johannesen.ca

VIDEOGRAPHER, CONVERSATIONLIBRARY.ORG

2013 – 2014

Collection of video interviews with caregivers and patients

PROJECT DIRECTOR, NEW MEDIA. KARO (TORONTO) INC.

1996 – 1998

Project management of new media projects

MANAGER, INTERNET SERVICES. CANADIAN CORPORATE NEWS

1993 – 1996

Development and management of website for online news release dissemination

HEALTHCARE SPEAKING AND ADVOCACY ACTIVITIES

- Panelist, Share Your Voice: Community Forum for Robust Safeguards in Bill C-14, Ottawa, June 2016
- Keynote speaker, 9th Annual Sue MacRae Lecture on Ethics and Patient-Centred Care, Joint Centre for Bioethics, University of Toronto, May 2016
- Guest lecturer, Master of Health Sciences Program, Joint Centre for Bioethics, University of Toronto, June 2016, June 2015, June 2014, May 2012
- Featured guest author, CanMeds Book Club, McMaster University medical school, Hamilton, September 2014
- Keynote speaker and panelist, Canadian Conference on Developmental Disabilities and Autism, Annual conference, Winnipeg, Manitoba, June 2014
- Panelist, OACCAC 2014 Achieving Excellence Together Conference, Annual conference of Ontario's Community Care Access Centres, panel discussion moderated by Jeffrey Simpson, June 2014
- Presenter, 2014 Annual Canadian Bioethics Society Conference, Theoretical paper presentation: "Solving the Power Imbalance: A Bioethics Solution For Patient Empowerment", May 2014
- Panelist, Sick Kids Hospital, Bioethics Week, special presentation for nursing, November 2013
- Guest lecturer, University of Toronto medical students, May 2013
- Panelist, "Sex and Ultrasound", 16th Annual Obstetric Ultrasound: Setting the Standard for 2013, February 2013
- Presenter, Genetics Grand Rounds, Sick Kids Hospital (Toronto), "Bias and Influence in Decision-making", January 2013
- Panelist, Fetal Medicine Update 2012, Mount Sinai Hospital, "Ethics of Fetal Intervention", October 2012
- Presenter, Pediatric Grand Rounds, Toronto East General Hospital, June 2012
- Keynote speaker, Silent Voice, Annual General Meeting, May 2012
- Presenter, Grand Rounds, Holland Bloorview Kids Rehabilitation Hospital, April 2012
- Presenter, Bloom Speaker Series, Holland Bloorview Kids Rehabilitation Hospital, February 15 2012
- Guest speaker, Silver Creek Preschool, Toronto, February 9 2012
- Presenter, Medical Student Program, Holland Bloorview Kids Rehabilitation Hospital, Presenter, January 11 2012
- Presenter, National Developmental Pediatric Update Conference ("Child Update Conference"), Holland Bloorview Kids Rehabilitation Hospital, Toronto. Workshop co-presented with Maria McDonald, Bioethicist, "Negotiating the Gray Zone: Ethical Issues in Health Care Decision Making", November 2011

SELECTED HEALTHCARE AND NON-PROFIT CLIENT PROJECTS 2015/2016

WEBSITE DEVELOPMENT, VIDEO PRODUCTION AND STRATEGY CONSULTING

- University of Toronto School of Occupational Therapy – education design and online course development for the *Cognitive Orientation to daily Occupational Performance* (CO-OP) certification program
- Mount Sinai Hospital Maternal Fetal Medicine Unit (womensandinfantshealth.ca)
- Mount Sinai Fertility (mountsinaifertility.com)
- Mount Sinai Services (mountsinaiservices.com)
- Mount Sinai Hospital Labour and Delivery video tour
- Mount Sinai Hospital: CMaRS Physician Re-credentialing System (cmars.ca)
- Ontario Association of Children’s Aid Societies (oacas.org)
- Kids Help Phone (intranet, various campaign sites, online LMS for training new volunteers, ongoing consulting)
- Family Integrated Care initiative led by Dr. Shoo Lee, based on published research which studies family involvement in infant care in the Neonatal Intensive Care Unit (familyintegratedcare.com)
- Canadian Cancer Society Research Institute Innovation Grant research project led by Sara McEwan for head and neck cancer rehabilitation research (hncrehab.ca)
- Holland Bloorview Kids Rehab research project led by Dr. Gillian King for studying patient engagement (primeresearchteam.com)
- Saint Elizabeth Health Care micro-site for facilitating end-of-life conversations (thereflectionroom.ca)
- Canadian Pulmonary Fibrosis Foundation (cpff.ca)
- Triluma Living Collaborative (trilumaliving.com)
- Canadian Council on Rehabilitation and Work (ccrw.org)

PUBLICATIONS

CO-EDITOR AND CHAPTER AUTHOR, "ETHICS IN CHILDHOOD NEURODISABILITY: CASES, PRINCIPLES AND CLINICAL PRACTICE"

Rosenbaum, Peter L., Gabriel M. Ronen, Bernard Dan, Jennifer Johannesen, and Eric Racine. *Ethics in Child Health: Principles and Cases in Neurodisability*. S.I.: Mac Keith Press, 2016.

AUTHOR, "PHYSICIAN-ASSISTED SUICIDE: SLIPPERY SLOPES AND SAFEGUARDS"

Master’s Thesis, Clarkson University, June 2016

Supervisor: Bonnie Steinbock, University of Albany

Available on Academia.edu

AUTHOR, "IN PURSUIT OF A CHILD’S POTENTIAL: A PARENT’S REFLECTIONS ON HOPE AND FUTILITY"

Brainstorm, A Newsletter About Ethics, Neuroscience, and Society, Volume 8, Number 17, December 1 2015

AUTHOR, "DO NOT RESUSCITATE"

Ars Medica, Volume 9, Number 1, Fall 2012

AUTHOR, NO ORDINARY BOY

Low to the Ground Publishing, November 2011

CO-AUTHOR, WHAT WOMEN WANT: WOMEN'S PREFERENCES OF CAREGIVER BEHAVIOR WHEN
PRENATAL SONOGRAPHY FINDINGS ARE ABNORMAL

Ultrasound Obstet Gynecol. 2004 Jan;23(1):56-62.

Authors: F. Alkazaleh, M. Thomas, J. Grebenyuk, L. Glaude, D. Savage, J. Johannesen, M. Caetano, R.
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EDUCATION

CLARKSON UNIVERSITY (FORMERLY UNION GRADUATE COLLEGE)/ICAHN SCHOOL OF MEDICINE AT
MOUNT SINAI, NEW YORK

Master of Science in Bioethics and Health Policy

2016

RYERSON UNIVERSITY

Bachelor of Applied Arts, Administration and Information Management

1994
