

# Bennet Dunlap

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An accomplished digital advocate and influencer who specializes in mobilizing online patient communities to effect policy change. Extensive experience working with private research groups, government agencies, and diabetes-related non-profits. Passionate about making complicated medical topics approachable through storytelling and humor.

## Your Diabetes May Vary Consulting

2010— Present

### *President*

Provide non-profit and industry clients with digital strategies to reach diabetes patient communities

**Grant reviewer and policy expert** with extensive experience evaluating research and regulatory proposals

- Serve as voting member on **FDA Patient Engagement Advisory Committee** (2017-2021 term)
  - Review written materials and witness testimony to make recommendations on FDA action
  - Sole representative of the diabetes community on the nine-person panel
- Produce patient-focused webinars for the **FDA Center for Devices and Radiological Health (CDRH)**
  - Organize, promote, and moderate conversations to help the FDA engage patient community
  - Responsible for the largest webinar audience in FDA history with hundreds of engaged patients
  - Topics included: automated insulin delivery systems, device labeling, and meter accuracy
- Participated in multiple diabetes-focused **Congressionally Directed Medical Research Programs**
  - Discovery-Diabetes Consumer Reviewer (2015-2016) and PRMRP Metabolic Panel (2014)
  - Rated proposals for multi-million-dollar, Department of Defense-funded research grants
  - Tasked with ranking proposals based on how they would impact patients' lives
- Reviewed multi-million-dollar, patient-centered outcome research proposals for **PCORI**
  - Infrastructure Grant Reviewer (2013) and Natural Experiments Reviewer (2015)
  - Served as an advocate speaker at **FDA public hearings** about insulin and Type 2 non-insulin medications

**Organizer and campaigner** with a proven ability to mobilize patient communities to take action

- Created **Strip Safely**, a multi-phase digital campaign to ensure the FDA heard from diabetes patients regarding proposed changes to glucose meter accuracy guidelines
  - Developed social and media plans to teach patients how to comment on an open FDA docket
  - Authored form letters, tweets, and other communications resources for patient advocates
  - Over 90% of comments received by the FDA were from patients as a result of the campaign
  - Utilized insights to run sub-campaign about Medical Device Data Systems (MDDS) standards
- Founded **Spare A Rose**, an annual Valentine's day-themed fundraiser to buy insulin for children living with diabetes in less-resourced countries
  - Partnership with the International Diabetes Federation's Life For A Child program
  - Campaign has raised \$100,000+ and supports 18,500+ young people in 42 countries
- Developed advocacy training sessions for the **Children with Diabetes** annual conference
  - Topics included: Working with FDA, how to appeal an insurance denial, and social media

**Writer and producer** known for synthesizing complicated topics into humorous, relatable content

- Created **DrinkingwithDiabetes.com**, a resource for college-aged young adults with Type 1 diabetes
- Produced and co-hosted **DSMALive Parents Talk Internet**, a monthly internet call-in show
- Created **Your Diabetes May Vary** to blog about parenting, diabetes, and patient advocacy
- Wrote and directed video content for **TheBetesNOW**, a web series for young people with Type 1 diabetes

**Speaker and panelist** specializing in healthcare policy, device regulation, advocacy, and social media

Contributed to **Social Media Summits** (2007-present) for organizations including: Roche, Medtronic, J&J, Sanofi, Lilly, Jefferson University, and American Academy of Clinical Endocrinologist

- Presented to **American Association of Diabetes Educators** on social media advocacy (2014, 2015, 2016)

- Spoke at **American Diabetes Association** annual conference about the diabetes online community
- Presented at **Diabetes Mine Innovation Summit** (2012) on how to replicate the success of StripSafely
- Spoke on a **Diabetes Technology Society** panel about accuracy in medical devices and glucose monitors

## **Diabetes Patient Advocacy Coalition (DPAC)**

2015 — 2017

### ***President***

- Founded non-partisan (c)(4) non-profit organization to amplify patient concerns to relevant policy makers
  - Lead the development of the DPAC website, branding, and digital content initiatives
  - Built DPAC website on CQ Roll Call and then later migrated content to Wordpress as needs changed
  - Established brand voice by authoring official statements, blogs, and promotional materials
  - Worked with freelance designers to create logo, color palette, social icons, and other visuals
  - Wrote, programmed, and managed monthly newsletter, which focused on relevant policy-related CTAs
  - Solicited experts, advocates, and writers to contribute to the DPAC blog
  - Produced monthly Ask An Expert webinar, running the show and recruiting experts from organizations like the National Minority Quality Forum and FDA
- Ran digital advocacy campaigns on meter accuracy, CGM accuracy, and Medicare coverage of CGM
  - Operations ran parallel to the American Academy of Clinical Endocrinologist’s campaign that passed in the lame-duck session ’15 omnibus
  - Created “Twitter Scorecard” that allowed patients to contact their Congressional representatives about specific diabetes-related bills with pre-written tweets and planned “Tweet-ins” to raise awareness
- Fundraised operational budget from individual, trust, and industry benefactors

## **Harleysville National Bank**

2006 — 2010

### ***VP, Facilities & Channel Management***

- Selection of retail banking sites.
- Oversaw and managed construction projects with budgets ranging from \$500k to \$25 million
- Managed ATM and non-traditional banking channels

## **Progress Bank**

1998 — 2005

### ***VP, Project Management***

- Sales & Service training and management
- Project Management; Operations Center Construction, Branch Banking Network, Y2K

## **PNC Bank**

1981 — 1998

### ***Assistant Vice President***

**Boston University; Boston, MA** Master’s of Science in Health Communications 2012

**Lehigh University; Bethlehem, PA** Bachelor’s of Science in Finance 1981

**Skills:**                      Pages                      Keynote                      Photoshop  
    Spreadsheets                      MailChimp                      WordPress  
    AdWords                      Project Management                      MS Office