

**Cynthia L. Saver, RN, MS  
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### **Summary**

#### **Editorial services expert/effective speaker**

More than 25 years of publishing experience with in-depth package of skills. Held senior editorial positions, including editorial director for a medical communications company and executive vice president at Nursing Spectrum (now Nurse.com), a division of Gannett, Inc. Experienced in both print and online, including managing editorial/design launch of new products, content creation for websites, and writing and developing elearning programs. Currently working with several leading nursing journals. Top-rated speaker with extensive experience presenting education programs, including writing for publication, improve your memory, and social media.

- Creation and management of print and online content
- Management of editorial services for specific products
- Writing on health-care related topics
- Editorial and writing
- Training and education programs
- Management of editorial and production staff
- Synergy with marketing objectives

### **Education**

- Certificate in Editing and Publications, Georgetown University, Washington, DC
- MS: The Ohio State University, Columbus
- BSN: Franklin University, Columbus, OH
- Diploma: Aultman Hospital School of Nursing, Canton, OH

### **Professional Experience**

#### **President, CLS Development, Inc., (October 2004 to present)**

Provide complete editorial services for print and online, including strategic planning, author recruitment, research, writing, editing, training, continuing education development and application process, new product development, project management, and evaluation of products. Have worked on magazines, journals, books, newsletters, slide presentations, and elearning packages (content and image development).

Projects include launching, and ongoing work on *American Nurse Today*, the official journal of the American Nurses Association, launching and ongoing work on *Journal of Nursing Regulation*, the official journal of the National Council of State Boards of Nursing, and ongoing work with major publishing companies such as Lippincott, Williams, & Wilkins and Gannett Healthcare Group. Contributing writer for *OR Manager* and editorial director for *American Nurse Today* and *Wound Care Advisor*.

Provide dynamic presentations for nurses on topics such as social media, communication, creativity, happiness, mind skills, and writing for publication. Receives top-rated evaluations and has spoken at national, regional, and local meetings.

Author and editor of the book *Anatomy of Writing for Publication for Nurses, 2<sup>nd</sup> Ed.*

#### **Book Acquisitions Editor, Sigma Theta Tau International (July 2007 to December 2009)**

Responsible for identifying book topics and finding appropriate authors. Worked with authors in developing and publishing their books, including coordinating peer review, defining content, negotiating contracts, writing business plans, identifying visuals, and ensuring production was completed on time and within budget.

**Corporate Editorial/Production Director/Executive Vice President, Editorial, Nursing Spectrum (now Nurse.com) (July 1996 to October 2004 [title change; second title final one])**

Responsible for editorial and production services. Specific responsibilities/accomplishments included —

- Responsible for 12 regional publications (total circulation more than 800,000), two annual guides, two websites, four ezines.
- Created and supervised editorial/production shared services staff (12 members).
- Planned editorial and production parts of opening a new office and starting a new edition of Nursing Spectrum. Hired and trained staff, planned equipment, and oversaw all aspects of editorial and production.
- Served as editorial director for monthly regional publications
- Managed many marketing projects (e.g., brochures), ezines, specialty guides, and career fitness guides
- Wrote articles and editorials
- Presented writing workshops at regional and national meetings as well as hospitals
- Shared responsibility for Customer Care, the Nursing Spectrum customer service program, with the circulation director. Presented customer care topics such as customer loyalty, professional dress, leadership, and communication etiquette on a regular basis.

Responsible for the editorial and production implementation of several new projects, such as —

- Specialty guides: annual guides for nurses in specialty areas (e.g., critical care). These guides were consistently profitable.
- RN website (content only)
- Launch of four monthly magazines within two months: total circulation about 500,000
- New computer system (production and sales parts)
- National Nurse of the Year program
- Minor and major redesigns of logo and magazines — both Nursing Spectrum and NurseWeek
- Student guides
- Annual career guide: started at about 48 pages, was capped at more than 200
- Pathways to Success, an annual guide that includes more complex articles aimed at the more experienced nurse and nurse leaders
- International section of website: I set it up and worked closely with our partner, International Council of Nurses
- Three calendars — RN, Nurse Leaders, Nurse Recruiters
- Employee orientation

**Medical Editor/Writer (1991-1993)**

**Senior Medical Editor/Writer (1993-1994)**

**Director, Editorial Services/Editorial Team Leader (1994-1996)**

**Adverceutics, Inc., Laurel, MD** (Note: This company is now called Columbia MedCom and is based in Columbia, MD.)

- Created tactical marketing plans for clients, which were primarily pharmaceutical companies.
- Managed editorial staff of approximately 10 to meet clients' editorial objectives.
- Wrote, edited, and managed medical communications projects — slides, newsletters, journal articles, proceedings, videos, brochures, independent study programs, and computer animated presentations. Target audiences included nurses, physicians, and pharmacists. Topic areas included cardiovascular, nephrology, pediatrics, surgery, and oncology.
- Was lead editor in creating and implementing a registry program (similar to a research study) of orthopedic patients undergoing total hip and knee replacement surgery
- Coordinated live and print continuing education programs.
- Collaborated with designers in creating print and online education programs.

**Project Officer, Advanced Treatment and Bionics Institute (1989-1991)**

**Mount Carmel Health, Columbus, OH**

As project officer for a two-hospital system of more than 900 beds, managed drug and device clinical trials and special projects using new technology. Managed both inpatient and outpatient studies in hospitals, clinics, and physician offices. Performed study monitoring, coordination, and administration.

**Education Coordinator (1985-1989)**

**Mount Carmel Medical Center, Columbus, OH**

Responsible for continuing education for nurses and other hospital staff.

- Designed curriculum for orientation program; responsible for management of this program and BLS, ACLS franchises.
- Developed and coordinated continuing education and preceptor programs.
- Taught a variety of clinical and management topics.
- Wrote brochures and self-study programs.
- Wrote and produced scripts for slide-tape and video programs.

**Staff Nurse, Operating Room (1980-1985)**

**Staff Nurse, Cardiac Care Unit (1976-1980)**

**Mount Carmel Medical Center, Columbus, OH**

- Was the first staff nurse II (clinical ladder program) at Mount Carmel
- Became one of the first three laser nurse specialists in the OR and helped establish laser surgery program through staff education and the development of policies and procedures.
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**Honors**

- Member, Sigma Theta Tau International (Nursing Honor Society)
- Commendation for the Practice of Professional Nursing, Franklin University

**Professional Memberships**

- Sigma Theta Tau International, Epsilon Chapter
- American Medical Writers Association

**Licensure**

- Current RN license in Maryland

**Presentations**

Have presented on many clinical, career, and writing topics. Target audiences have included physicians, nurses, student nurses, ancillary hospital personnel, and managers. Sample presentation topics

- Social Media
- Effective Communication
- How to Boost Your Brain Power
- Writing for Publication
- Creativity
- Closing the Generation Gap
- Diagnosis: Happiness
- Weaving Your Strengths into a Tapestry of Success
- Lessons from Nursing History
- How to Partner with the Media
- Career Skills for RNs and Student Nurses

## **Publications**

Have written hundreds of articles.

## **Community Service**

- Basic Life Support (BLS-CPR) Instructor Trainer
- Volunteer, Howard County Animal Shelter (named volunteer of the year)
- Past Advanced Cardiac Life Support Instructor

### **Sample Publications/Presentations from Past Four Years (This is *not* an all-inclusive list and includes only bylined materials.)**

#### **Book and book contributions**

Saver C. *Anatomy of Writing for Publication for Nurses, 2<sup>nd</sup> Ed.*. Indianapolis, IN: Sigma Theta Tau International. 2014. This book received an *American Journal of Nursing (AJN)* Book of the Year Award.

Saver C. *Anatomy of Writing for Publication for Nurses*. Indianapolis, IN: Sigma Theta Tau International. 2011. This book received an *American Journal of Nursing (AJN)* Book of the Year Award.

Saver C. Inter- and intra-generational communication. In: Pagana K. *The Nurse's Communication Advantage*. Indianapolis, IN: Sigma Theta Tau International. 2011. (Book chapter)

2011-2013: The Power of Ten: Nurse Leaders Address the Profession's Ten Most Pressing Issues. Indianapolis, IN: Sigma Theta Tau International. 2011. (Quoted)

#### **Invited articles (partial list)**

Saver C. Perioperative surgical home optimizes patient care, Part 1. *OR Manager*. 2015;31(3).

Saver C. A lifesaving skill: CPR practice boosts resuscitation success. *Nurse.com*. February 10, 2014. Available online at [http://news.nurse.com/article/20140210/NATIONAL05/140207005#.UvvoMF6V\\_SA](http://news.nurse.com/article/20140210/NATIONAL05/140207005#.UvvoMF6V_SA). Accessed February 12, 2014.

Saver C. Preparing for disaster: Boston hospitals know the drill, but keep practicing. *OR Manager*. 2014;30(2).

Saver C. Potential process improvements captured through web-based survey. *OR Manager*. 2014;30(2).

Saver C. Center for Geriatric Surgery meets older patients' special needs. *OR Manager*. 2014;30(1).

Saver C. Compassion fatigue: When caring hurts. *Nurse.com*. September 20, 2013. 20-25.

Saver C. Trading on innocence. *Nurse.com/Emergency*. 2013; 24-26.

Saver C. Three-part strategy suggested to improve patient throughput. *OR Manager*. 2013;(29)8:1,9-11.

Saver C. High reliability organizations: An idea worth pursuing. *OR Nurse 2013*. 2013;7(4):8-11.

Saver C. Diverse communication styles are most effective for managing multigenerational staff. *OR Manager*. 2013;29(6).

Saver C. Changing specialties in three easy steps. *Nurse.com*. March 11, 2013. Available online at <http://ce.nurse.com/ce678/changing-specialties-in-3-easy-steps>.

Saver C. Keeping practice knowledge current: Part 2. *The Nurse Practitioner*. 2013;38(1):1-4.

Saver C. Keeping practice knowledge current: Part 1. *The Nurse Practitioner*. 2012;37(12):1-5.

Saver C. Avoiding the perils of social media. *Nursing 2012 Critical Care*. 2012;7(5):16-17.

Saver C. Overcoming low health literacy: Helping your patient understand. *OR Manager*. 2012;28(6):1, 6-8.

Saver C. Practice Pointers: Avoid the perils of social media. *OR Nurse 2012*. 2012;6(3):48.

Saver C. Strong capital purchasing process calls for partnership, transparency. *OR Manager*. 2012;28(3):1,14-16.

Saver C. For implants, balancing choice and cost control. *OR Manager*. 2012;28(2):10-11, 14.

Saver C. Meet the sims: Study to assess effectiveness of simulation in undergraduate nursing education. *Nurse.com*. October 10, 2011. Available online at <http://news.nurse.com/article/20111010/NATIONAL01/110100049>.

Saver C. Remembering: 9-11. *OR Nurse 2011*;5(5):34-43.

Saver C. Happiness: The evidence behind the emotion. *Nurse.com*. July 11, 2011. Available online at <http://ce.nurse.com/ce633/happiness/>.

Saver C. HCAHPS: How the OR's scores affect your whole organization. *OR Manager*. 2011;27(4):1, 7-10.

Saver C. From practice to print: Creating a thriving culture of writing. *Nurse Leader*. 2011;9(3):23-25.

Saver C. Cell phones are everywhere, but do they belong in the OR? *OR Manager*. 2011;27(2):1-3.

Saver C. New alphabet for CPR: American Heart Association revises guidelines. December 20, 2010. Available at <http://news.nurse.com/article/20101220/NATIONAL01/112200012/-1/frontpage>. Accessed May 23, 2011.

Saver C. OR communication tools: Too far or not far enough? *OR Nurse 2011*. 2011;6(4):40-47.

Saver C. Directors hear about challenges facing ORs. *OR Manager*. 2010; 26(7):23-24.

Saver C. High complication rate in older adults calls for well-planned care. *OR Manager*. 2010; 26(6):1,10-13.

Saver C. Social responsibility: Social media opportunities and pitfalls. *Nursing Spectrum/NurseWeek*. August 9, 2010. Available at <http://news.nurse.com/article/20100809/NATIONAL01/108090045/>. Accessed May 23, 2011.

Saver C. Museum makeover. Florence Nightingale Special Edition for *Nursing Spectrum/NurseWeek*. June 28, 2010. Available at <http://news.nurse.com/apps/pbcs.dll/article?AID=2010100628003>. Accessed July 6, 2010.

Saver C. Life-and-death scenarios lead to moral distress in nurses. *Nursing Spectrum/NurseWeek*. June 2, 2009. Available at <http://news.nurse.com/apps/pbcs.dll/article?AID=2009306020025>. Accessed July 6, 2010.

Saver C. Joint MD-RN team drives results for an orthopedic service line model. *OR Manager*. 2010; 26(5):1,17-20.

Saver C. Trends and challenge in regulating nursing practice today. *Journal of Nursing Regulation*. April 2010, Vol. 1, No. 1; 4-8.