

Before you make your next move...
Talk to Doody Consulting
A FULL-SERVICES STRATEGIC PARTNER

One of the premier consulting firms serving STM associations, Doody Consulting helps organizations large and small to achieve an array of business objectives. Whether your interest is in development or implementation of strategic plans, in realizing steady growth with publishing and educational portfolios, or in helping your executives and staff hone leadership skills, Doody Consulting is ideally suited to craft solutions to meet your specific business needs:

STRATEGIC PLANNING

- Facilitate strategic planning retreats for organizations and enterprises
- Strategic editorial and acquisitions plans
- Feasibility studies for business concepts
- Identification and implementation of industry best practices
- Independent valuation of product lines and strategic acquisitions
- Web portal strategy

PUBLISHING & EDUCATION

- Business plans for print and digital content (books, journals, multimedia)
- Publisher and vendor searches and contract negotiations
- Feasibility studies for publications, other new product development

CONFERENCES

- Host of the annual Doody's Digital Workshop for Society Executives
- Facilitate stakeholder brainstorming

SALES & MARKETING

- Marketing plans for new product launches or new market outreach
- Establishment of new marketing and distribution channels
- Effective implementation of social media
- Market research — facilitating focus groups, building, mailing and analyzing survey responses

BUSINESS DEVELOPMENT

- Development of new products/ intellectual property
- Blueprints to establish or expand intellectual property licensing

ORGANIZATIONAL DEVELOPMENT

- Deconstructing organizational silos
- Facilitate planning/brainstorming/ team-building meetings
- Benchmark studies on organizational performance
- Human resource needs assessments; human resources planning

FREE NEEDS-ASSESSMENT

Have questions about how we can help you? Let us show you how! Let us provide you with a free 90-minute needs assessment. Call or write today...dan@doodyconsulting.com.

PARTIAL CLIENT LIST

Members of the Doody Consulting team have worked with the following organizations:

- American Academy of Dermatology
- American Academy of Family Physicians
- American Academy of Neurology
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Association of Diabetes Educators
- American Chemical Society
- American College of Preventive Medicine
- American College of Sports Medicine
- American Dental Association
- American Geophysical Union
- American Health Information Management Association
- American Hospital Association / Health Forum
- American Public Health Association
- American Pharmacists Association
- American Medical Association
- American Psychiatric Press
- American Society of Anesthesiologists
- American Society of Clinical Oncology
- American Society of Colon & Rectal Surgeons
- American Speech-Language-Hearing Association
- Association of Nutrition & Food Service Professionals
- The Endocrine Society
- Foundation for Anesthesia Education and Research
- Gerontological Society of America
- Health Administration Press / American College of Healthcare Executives
- Johns Hopkins University Press
- Joint Commission Resources
- Mayo Foundation for Medical Education and Research
- Radiological Society of North America
- Sigma Theta Tau International / Nursing Knowledge International
- Society of Industrial and Applied Mathematics
- Society of Thoracic Surgeons

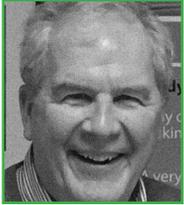


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DOODY CONSULTING TEAM MEMBERS

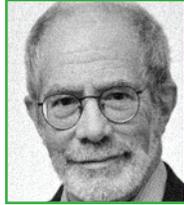
In person and behind the scenes, your assignment is managed by an outstanding team of dedicated executives, each with depth of experience in for-profit and non-profit businesses.

STRATEGIC PLANNING, BUSINESS DEVELOPMENT, PUBLISHING, EDUCATION, MARKETING, LICENSING



A veteran of the medical publishing industry since 1977, **Dan Doody** has run Doody Enterprises, Inc. (DEI) since January 1993, the premier source of expert reviews of newly

published print and electronic books in the health sciences. Doody Consulting was begun in 2004 in response to society publishers' expressed needs for publishing consulting services. Prior to starting DEI, Dan worked for 15 years in various editorial and new business development capacities for, first, Marcel Dekker, Inc. and then Mosby-Year Book, where he was EVP of the International Division. Dan's 40 years of experience in all aspects of medical publishing — including his own start-up web subscription businesses — comprehensively serve Doody Consulting's client's needs. He is a member of the American Society of Association Executives and serves on the newly-established corporate partners program of the Medical Library Association.



Rich Lampert brings extensive experience in growing and managing major publishing programs for Elsevier and Wolters Kluwer. Since 2004, Rich has been an active consultant with

Doody Consulting, with engagements that comprise publishing and editorial strategy for books, journals, and portals; strategic acquisitions, product acquisitions, and business development; marketing and market development; and general management of publishing operations. Rich also co-chairs Doody's Digital Workshop, planning major program elements and moderating sessions. For six years (term-limited), Rich served on the Advisory Board of Johns Hopkins University Press, dealing with strategic challenges in scholarly publishing and a major digital content platform for journals and books in the humanities and social sciences. Rich is an active volunteer for Society for Scholarly Publishing, currently serving on the SSP Annual Meeting Program Committee.



Bruce Polsky is a publishing/association executive experienced in strategic planning and vendor/partner negotiations and management. In 2010, *Mayo Clinic Proceedings* retained

him as a consultant to negotiate a new publisher agreement and then to provide ongoing oversight of the journal's performance. Prior to his consulting work, he served seven years as Chief Executive Officer for the American Academy of Neurology (AAN) Press, during which time he revitalized the value of their peer-reviewed, flagship journal, founded an award-winning patient magazine, and helped triple the value of publications. The result: his enterprise transformed itself into the Academy's single largest source of revenues. Bruce has worked thirty years in medical publishing with executive appointments at Mosby and Oakstone. He is a member of the faculty for the Council of Science Editors' annual "Short-course for Journal Editors."

HUMAN POTENTIAL, COACHING, STAFF DEVELOPMENT



Maureen Glass is a leadership development consultant and executive coach with expertise in the association and healthcare sectors. As a certified coach trained through

The Coaches Training Institute, Maureen helps people maximize personal and professional potential and exceed organizational goals. She is certified in the research-based Leadership Effectiveness Assessment (LEA) 360 tool that measures 22 leadership behaviors and provides rich and practical insight. Prior to the launch of her coaching practice, Maureen served in senior-level leadership roles within the American College of Healthcare Executives and the National Association of Realtors. She is experienced running a business, managing management staff, and serving on boards in the constantly changing and increasingly demanding workplace. Maureen earned an M.A. in Guidance and Counseling. She is a Certified Association Executive (CAE), a Fellow of the American College of Healthcare Executives (FACHE) and a part-time faculty member at Lake Forest Graduate School of Management.



Molly Henry leads individuals and teams to learn, love, and live their strengths. She uses her talents (in Gallup's CliftonStrengths themes of Learner, Input, Achiever, Connectedness, Ac-

tivator) to coach individuals and teams to discover their unique talents, build them into strengths, and intentionally use these strengths to reach desired outcomes and enhance relationships. She leverages her adult learning expertise to design and facilitate transformative learning engagements. Molly holds an MSW from the University of Pennsylvania and a BA in Sociology from DePaul University. She is a Gallup-certified Strengths coach, Dialogue Education practitioner, and Principal at Molly Henry Strengths Coaching and Consulting.

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"From day one, APHA Press was in excellent hands."

A.R. Alston

*Director of Publication Services
American Public Health Association*

"The Doody team was responsive to our needs and timelines. They helped us navigate the items we knew and helped to identify and navigate challenges that emerged."

Liz Keyes

*Chief Operating Officer
American Pharmacists Association*

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