



# BARBARA FICARRA

HEALTH DESIGNER™

*Award-winning broadcast journalist, health educator, writer, producer, mentor, consultant and international speaker*

*Contributor to The Huffington Post, DoctorOz.com and other sites*

*Creator, Executive Producer and Host of the former Health in 30® award-winning radio show*



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Barbara Ficarra, RN, BSN, MPA, is a registered nurse and lifestyle and health expert offering practical advice for consumers by focusing on health and wellness. Her trademark is simple and useful information from a trustworthy source to help people to take charge of their health. Barbara is an award-winning broadcast journalist, international speaker founder of Healthin30.com and creator of BarbaraFicarra.com a lifestyle destination site to help consumers live a happier, bolder, healthier and a more stylish life. Barbara is known as a HEALTH DESIGNER™ – she designs ways for people to live a healthier life and empowers people to design their own healthy lifestyle. Barbara’s passion is to bring consumers inspiration and to empower them to take action to design a healthy life they adore. Design Your Healthy Life™ (#DYHL)

Barbara is a leader in the health care industry and has dedicated her work to the following areas:

- Administrative nurse supervisor for the department of patient care and experience at a large university trauma medical center.
- Advisory board member at Sharecare.com
- Former senior director of clinical affairs for Numera Inc.
- Advisory board member for Health Informatics for the University of San Francisco School of Nursing and Health Professions.

Barbara received the prestigious Excellence in Journalism Award from ACEP--Awarded work was “Ins and Outs of the ER,” a comprehensive educational piece about what to expect in the emergency department and the challenges of crowding and waiting. Other winners of the American College of Emergency Physicians awards include ABC News and the Fox News Channel. She was invited by Microsoft to judge a series of Innovative Technology Entries for The Imagine Cup 2012. She was a participant team member for TEDMED’s 20 Great Challenges, Improving Medical Communication. Barbara also advises health care businesses and organizations on the use social media, tech, mhealth and the latest trends, and speaks internationally on healthcare issues, focusing on professional development, consumer/patient engagement and empowerment, social media, and digital technology, gamification, health apps, telemedicine and telehealth.

## SPEAKER:

- PIAA Medical Liability Amsterdam
- Cleveland Clinic
- Cancer Treatment Centers of America
- HIMSS SoCal Annual Health Care IT Conference
- Novartis
- Ivey Global Health Care Conference
- Cayman Islands National Healthcare 20/20 Conference
- e-Patient Connections Conference
- BlogHer | HealthMinder Day
- Arkansas HIMSS
- Scripps 31st Annual Oncology Nurses Symposium
- Health Tech Next Generation Conference
- Eyeforpharma Conference Customer Centric
- New York City Department of Health and Mental Hygiene

## CONTACT

### PUBLIC RELATIONS

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## BARBARA HAS BEEN FEATURED ON:

*NBC, CBS, FiOS, ABC, WMCN, FOX, Working Mom Magazine Radio, Greater Media Radio, Health, Wealth & Wisdom Radio, Cayman Islands Radio News*

## BARBARA HAS BEEN FEATURED IN:

*Huffington Post, DoctorOZ.com, PharmaVOICE, TED Blog, ZocDoc, REAL SIMPLE Magazine, Latin Trends Magazine, Sharecare, HIMSS, KevinMD, Practice Fusion, DrGreen.com, GetBetterHealth, Medical Visions, Health Tap*

## CHARITABLE AMBASSADOR:

*FeedingAmerica.Org, Alexis Lemonade, Design Gives Back*