
Ashlie White

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Profile

As a highly-motivated and goal-orientated leader within the limb loss and limb difference health care community, I have a proven track record of developing and implementing successful projects that range from strategic communication planning to opening new patient care facilities. I have been fortunate to work under great leadership on advocacy projects and business endeavors alike, and I believe that these unique career experiences and education have helped form my progressive vision for community building.

Experience

DIRECTOR OF OPERATIONS, BEACON PROSTHETICS AND ORTHOTICS – JULY 2015-PRESENT

- Manage operations and staff for 5 North Carolina-based patient care facilities.
- Transitioned a successful family-owned business through acquisition by BCP Group and into a new leadership and operating structure.

EXECUTIVE BOARD MEMBER/BOARD MEMBER, NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF ORTHOTICS AND PROSTHETICS (NAAOP) – 2013-PRESENT

- Presently Secretary/Treasurer, responsible for minutes, agenda management and all financial reporting
- Social Media Chair, responsible for all posting on Facebook, Twitter, Periscope and LinkedIn accounts
- Previous Board member for 113th Congress, 2013-2015

DIRECTOR OF GOVERNMENT AFFAIRS, NORTH CAROLINA ORTHOTICS AND PROSTHETICS TRADE ASSOCIATION – 2009-PRESENT

- Organize and lead all legislative initiatives and advocacy efforts in the State including, efforts to support access to care for the limb loss and limb difference community and initiatives that promote patient-centered business practices within the O&P profession.

ADDITIONAL PROJECTS – PRESENT

- Member of the O&P Alliance Steering Committee
- Active Triangle Amputee Support Group leader www.TriangleAmputeeSupport.org
- Member of the America Orthotics and Prosthetics Association's Mobility Saves Committee; developed strategic communication plan for the implementation of www.MobilitySaves.org
- Current thesis work on Mobilizing Small Patient Populations, which focusses on Insurance Fairness for Limb Loss and Limb Difference Patients, www.insurancefairness.org , presented at 2015 Amputee Coalition National Conference (in progress, paper available upon request)

DIRECTOR OF PROJECT DEVELOPMENT, BEACON PROSTHETICS AND ORTHOTICS – 2008-2015

- Managed all internal and external communication
- Organized and managed all patient advocacy and outreach efforts
- Developed all marketing strategy and managed implementation

STAFF PHOTOGRAPHER/MULTIMEDIA PRODUCER, CHATTANOOGA TIMES FREE PRESS – 2006-2008

Worked in the newsroom for daily publications; Third Place 2007 Tennessee Press Association, Feature Photography; Third Place 2006 Golden Press Card Competition East Tennessee, Feature Photography.

PREVIOUS PROJECTS – 2003-2008

Web-based Documentary Work: TenYearsOn.org a social study of South Africa ten years after Apartheid; ChiloeStories.org: A social and economic study of the people and culture of Chiloe Island, Chile.

Education

University of North Carolina at Chapel Hill – Master of Arts in Technology and Communication, Candidate (2016)

University of North Carolina at Chapel Hill – Bachelor Arts in Journalism and Mass Communication, 2005

Awards: Received Ed Jackson Award and travel scholarship 2005, Inducted in Kappa Tau Alpha Journalism Honor Society, Carolina Photography Association (CPA) President 2003-2005, National Press Photographer's Association (NPPA) UNC-CH student chapter president 2003-2005, Awarded Elton Casey Journalism Scholarship for excellent GPA and outstanding Journalistic Achievement 2003,2004

References

David McGill, Vice President of Reimbursement and Compliance, Össur

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