
Ashlie White

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Profile

As a highly-motivated and goal-orientated leader within the limb loss/difference healthcare 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 my unique experience and education helped shape my vision for community building.

Experience

MANAGER OF PROJECTS, AMERICAN ORTHOTIC AND PROSTHETIC ASSOCIATION – JULY 2016-PRESENT

My current role is to advance projects and initiatives that will assist AOPA members in being successful in their work as health professionals advancing the mobility needs of their patients -- persons who have experienced limb loss or chronic limb impairment.

DIRECTOR OF OPERATIONS, BEACON PROSTHETICS AND ORTHOTICS – JULY 2015-2016

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

EXECUTIVE BOARD MEMBER/BOARD MEMBER, NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF ORTHOTICS AND PROSTHETICS (NAAOP) – 2013-2017

-Secretary/Treasurer, responsible for minutes, agenda management and reporting all financials for 114th Congress.

- Social Media Chair, responsible for all posting on Facebook, Twitter and LinkedIn accounts
- Previous Board member for 113th Congress, 2013-2015

DIRECTOR OF GOVERNMENT AFFAIRS, NORTH CAROLINA ORTHOTICS AND PROSTHETICS TRADE ASSOCIATION – 2009-2016

- Organized and led 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 – 2008-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

Graduate Thesis: Mobilizing Small Patient Populations, which focussed on the Insurance Fairness for Limb Loss and Limb Difference Patients legislative campaign, www.insurancefairness.org (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: Social study of South Africa ten years after Apartheid ; ChiloeStories.org: An economic and social study of Chiloe Island, Chile; [Special Olympics Global Messengers](http://SpecialOlympicsGlobalMessengers.org): profile documentaries.

Education

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

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

References

David McGill, Vice President of Reimbursement and Compliance, Össur

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