

MENTAL HEALTH WELLNESS | SUBSTANCE USE DISORDER ADVOCACY | BEHAVIORAL HEALTH

Socially conscious healthcare professional with 35+ years of business growth, clinical experience, and advocacy in healthcare, addiction, wellness, and behavioral health; committed to improving full healthcare access for all.

Clinical Experience

JillRathburn.com *Owner, Holistic & Mental Health/Board Certified Coach* Columbia, MD 2018–present
Health coaching biz for women overcoming SUD/addiction thru behavioral health, wellness and changing habits.

- Providing health services for addiction (alcohol and sugar), and lifestyle progressive diseases
- Thought leader on health topics: addiction/recovery, metabolic health, mental health, behavioral change.
- Coaching over 400+ hours with remarkable sustainable results in health parameters and QOL.
- Publishing original content in journals (NURSING2022, Journal of Holistic Health), blogs and e-sites.
- Designing/writing all tactical content: website, lead magnets, e-newsletter, social media, blogs, presentations.
- Collaborating w/healthcare organizations on AUD criteria for greater clarity in diagnosis and treatment.

Children's Medical Center *Pediatric Oncology Nurse* Dayton, OH 1983–1985

Pediatric teaching and research hospital aligned with Wright State University

- Served as staff nurse, providing peer support, focused on acute lymphoblastic leukemia (ALL).
- Awarded opportunity to manage responsibilities for a Glaxo Pharma Phase 3 clinical trial with ceftazidime.

Healthcare Business Experience

DynamiCare Health *Director, Growth Team* Columbia, MD 2022-current

Digital health company offering a behavioral health treatment program centered on contingency management

- Identify and create successful clinical collaborations with commercial and state payers, gov't health agencies, NGO's, and many other related organizations interested in improving behavioral health access.
- Collaborate with state and county officials to support SUD treatment with CM for key population segments including pregnancy & postpartum, criminal justice/drug court, high risk polyuse, and housing insecure.
- Collaborate with customers to align with their key performance indicators (KPI), such as increasing emergency department referrals for buprenorphine and to outpatient treatment for OUD patients.
- Advocate and educate for behavioral health treatment for SUD, especially Stimulant Use Disorder.

The Columbia Medcom Group *Founder, Co-Owner and Exec. VP of Sales* Columbia, MD 1988–2005

Medical communications company with two independent divisions: promotions and CME-accredited provider

- Launched a cutting-edge startup medical communications company with innovative educational and promotional strategies using electronic publishing for quality with rapid delivery, novel at that time.
- Expanded to a mid-sized agency with 75 employees with \$15 million in annual revenue, known for KOL relationship building, high quality editorial, scientific clinical excellence, and detailed tactical expertise.
- Responsible for business development including prospecting, pitches, strategic planning, as well as account management including client management, key holder collaboration, and KOL development.
- Awarded multiple million-dollar accounts for drug launches with pharma such as AstraZeneca, GlaxoSmithKine, Searle, Sanofi-Aventis, Teva, Rhône-Poulenc Rorer, Genentech, and Amgen.
- Established strategic partnerships with multiple associations, such as American Nephrology Nurses Association, American Neurological Association, American College of Emergency Physicians, and more.

Glaxo, Inc. *Pharmaceutical Sales Representative* Frederick, MD 1985–1987

Pharmaceutical manufacturing and sales company (aka GlaxoSmithKine)

- Hired for an underperforming 4-state territory and transformed it by focusing on clinical needs.
- Effectively functioned as a clinical science liaison by providing clinically and scientifically relevant data.

Education

University of Delaware, Newark, DE Major: Bachelor of Science, Nursing; Minor: Child Psychology 1983

University of Utah, Salt Lake City, UT. Masters, Clinical Psychology. coursework. 2007

Resume Part 2/Curriculum Vitae

PUBLICATIONS/WRITING

- Ackerman B, Rathburn J. [The effect of recognition experience on cued recall in children and adults](#). *Child Dev*. 1984;55(5):1855–1864. doi: 10.2307/1129932.
- Ackerman B, Rathburn J. [Developmental differences in the use of retrieval cues to describe episodic information in memory](#). *J Exp Child Psychol*. 1984;38(1):147–173. doi: 10.1016/0022-0965(84)90024-9.
- Rathburn J. *It's All About the Juices*. May 2014. Self-published cookbook.
- Rathburn J. [Change your words: change your life](#). *Thrive*. February 15, 2021. <https://thriveglobal.com/stories/change-your-words-change-your-life-2/>.
- Rathburn J. [Live in the eye of the storm](#). *Thrive*. January 31, 2021. <https://thriveglobal.com/stories/change-your-words-change-your-life-2/>.
- Interview Article: Donnelly, Gloria F. PhD, RN, FAAN, FCPP; Editor in Chief [A conversation on a healing model with Jill Rathburn](#), BSN, RN, BCC, CPRC, Holistic Nursing Practice: January/February 2022 - Volume 36 - Issue 1 - p 52-55 doi: 10.1097/HNP.0000000000000486 (contributor)
- Rathburn J. [Destigmatizing alcohol use disorder among nurses](#). Rathburn, Jill BSN, RN, BCC, CPRC Destigmatizing alcohol use disorder among nurses, *Nursing*: July 2022 - Volume 52 - Issue 7 - p 23-29.

[JillRathburn.com](#) blogs:

- [Bioenergetic health: overcoming my toughest health challenges in recovery](#). Aug 14, 2021
- [Forgiveness: our recovery depends on it](#). July 31, 2021
- [Recognizing resentment: a common obstacle to healing](#). April 22, 2021
- [The 5 Stages of Healing: the pathway towards transformation](#). July 14, 2021
- [The Queen's Gambit tells an addiction story](#). March 18, 2021
- [Creating your dreams is easier than you think](#). February 9, 2021
- [Your peeps: your health: the mortality predictor you never knew about](#). January 29, 2021

WEBINARS

- [How to Avoid Self-Sabotage in Early Recovery](#)
- [3 Best Kept Secrets for Healing in Recovery](#)
- [How To Use the Enneagram as a Doorway to Change](#)
- [Owning Your Courage in Recovery](#)
- [Day #1 to Year #1: 12 Game-Changing Strategies for Women with Alcohol Use Disorder](#)

NATIONAL PRESENTATION

- Destigmatizing alcohol use disorder in nurses: The pathway to treatment and sustainable recovery. [Lippincott National Symposium](#). June 16, 2023.
- Behavioral Health Treatment Options with Digital Health. April 14, 2023. Nashville, TN

PODCASTS (Guest)

- Holistic Coach Legacy Podcast. [EP60: The 5 Stages of Healing](#). May 2022. Moderator: Beverly Sartain MA, CAP, PCC
- All Things Substance Podcast. [Episode 59: We Do Recover](#). November 1, 2021. Moderator: Betsy Byler, MA, LPC-SAS, ICS, LPCC, Mental Health Therapist.
- Interview with Jill Rathburn. Moderator: Terry Sidford. https://www.youtube.com/watch?v=TRvcO_MzkeY
- Mental Health Monday, SheRecovers.org, [The 5 Stages of Healing](#). May 23, 2022
- *In process...*Lippincott/Wolters Kluwer Podcast, recording on June 22, 2022 for release in July (coincide w/ cover article release)

HEALING NEXT COURSE DEVELOPMENT

Adapted materials to create and lead a 3-month experiential online group coaching program, **Healing Next**, with a primary focus on behavioral change, using trauma-informed, evidence-based holistic healing strategies for women in recovery from alcohol use disorder.

Curriculum addressed four key areas for healing: environment, mind, body, and social. Topics included: habits/routines, metabolic health/managing blood sugar, food, gut health, liver health, movement, circadian rhythm, toxicities, water, hormesis, mindset, cognitive health, nervous system, vagus nerve, thoughts, emotions, dietary fundamentals, metabolic health/managing blood sugar, exercise, liver health, ACE, trauma, enneagram, self-love, codependency, resentment, forgiveness.

COURSEWORK/CERTIFICATIONS

Registered nurse: PA license: RN261497L, Maryland license: R251742

Stephen Covey's 7 Habits of Highly Effective People: leadership course for business owners, June 1999

Certified Indoor cycling/master spin Instructor, 2005–present.

ICF certified professional coach, World Coaches Institute, May 2018.

ICF certified professional recovery coach, World Coaches Institute, June 2018.

Certified NES bioenergetic practitioner, Sept 2018.

Certified yoga teacher, 200 hr training, Rishikesh, India, Nov 2018.

Master Reiki (Level 3), Feb 2019.

The Yoga of 12 Step Recovery, with leadership certification, March 2019.

ICF certified Circle of Life transformational coach, March 2021.

She Recovers coach designation (trauma-informed), April 2021.

ICF board certified coach: Center for Credentialing & Education, January 2022.

PMH-BS Certification: American Nurses' Credentialing Center, November 2023

ASSOCIATIONS

Howard County (Maryland) Chamber of Commerce corporate member, 1988–2005

American Nephrology Nurses Association corporate member, 1988–2005

Oncology Nurses Association corporate member, 1990–2005

American Nephrology Association corporate member, 1990–2005

American Neurology Association corporate member, 1990–2005

Historic Park City Business Alliance board member, 2009–2013

Park City Chamber of Commerce corporate member, 2008–2017

Healthcare Businesswomen's Association member Jan 2002–2005 and 2019–present

SheRecovers.org, coach and volunteer member, 2021–present

The American Society of Addiction Nursing, member & founding sponsor, 2022–present

International Nurses Society on Addictions (IntNSA), 2022–present

American Psychiatric Nurses Association, 2022–present

American Psychiatric Association 2022-present

HoCo Women's Giving Circle, 2023-present

AWARD

Award of Excellence. The Elle Foundation. Presented for telehealth services. Sept 2020