

# Demetria

M . M C N E A L

## Research With A H.E.A.R.T.

- Honest
- Equitable
- Actionable
- Respectful
- Transparent

## SPEAKER MEDIA *Kit*



# Dr. Demetria McNeal

## Biography

Demetria McNeal, Ph.D., MBA is a health communication scientist with expertise in implementation science, sustainability, and health equity. She is an Assistant Professor of Medicine and Associate Director of Health Equity in the Division of General Internal Medicine, School of Medicine at the University of Colorado Anschutz Medical Campus. Dr. McNeal is dedicated to disrupting the status quo of healthcare. She believes that to improve health outcomes and experiences, we must do healthcare differently. As a research professor, consultant, and speaker, she fights inequalities in the healthcare system so it can better serve all people, particularly minoritized communities. Her research focuses on interests span health communication, dissemination and implementation science, and disparities in cardiovascular disease. Dr. McNeal conducts pragmatic, patient-centered research and mixed-method evaluation on health and health care for diverse populations.



## Dr. McNeal's Career

Dr. McNeal's career in healthcare began at a very young age when she worked at a drugstore through high school. She then graduated from the Michael E. DeBakey H.S. for Health Professions, located in the Texas Medical Center. Though she decided that earning a marketing degree was preferred over a medical degree, she maintained a career trajectory in healthcare. By working as a nurse aide and unit clerk at a community hospital through college, and later working in a variety of positions in a pharmaceutical company and healthcare consulting, she saw firsthand the gaps and inequities within the healthcare system that frequently left clinicians hamstrung and prevented patients, particularly minoritized patients, from receiving basic and necessary healthcare treatment.

## Biography (Continued...)

Those experiences spurred her academic research in healthcare innovation and interventions to better serve minoritized communities. Dr. McNeal believes that individual health should not be determined by race, gender, socioeconomic status, geographic location, occupation, or religion.

Dr. McNeal converts her beliefs into action through research, speaking, and consulting. She has authored numerous peer-reviewed articles and book chapters. Her work has been published in the Journal of General Internal Medicine, the Journal of the American Heart Association, and the Journal of Clinical and Translational Science, among others. She has also appeared on several podcasts, most recently the AlchemistX podcast, and multiple panels to discuss innovation in the healthcare industry and the contextual considerations for the dissemination of healthcare interventions in diverse settings.

Consulting services are an essential pillar of Dr. McNeal's passion for healthcare communication and innovation, which she provides as part of the Colorado Health Innovation Community (CHIC). She has given presentations at the Science of Dissemination and Implementation Conference, the International Conference on Communication in Healthcare & Health Literacy, and the American Heart Association Quality of Care and Outcomes Research.

She received her Bachelor of Science in Marketing from Hampton University, Master of Business Administration in Marketing from New York Institute of Technology, and Doctorate of Philosophy in Communication Studies from the University of Georgia. Dr. McNeal is a Certified Professional in Talent Development (CPTD) granted by the Association for Training Development.

Dr. Demetria is available for educational consultation, speeches, workshops, podcast interviews and more. Contact her today and help raise awareness of the implications of healthcare communication inequity.

## As Publish In



JOURNAL OF CLINICAL &  
TRANSLATIONAL SCIENCE

JAHA

Journal of the American Heart Association

JGIM

Journal of General Internal Medicine

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Dr. Demetria  
MCNEAL

# Why Meeting Planners & Hosts Love — Demetria —

M. MCNEAL

Dr. Demetria is committed to your SUCCESS.

Dr. Demetria loves speaking and having the opportunity to share her knowledge with healthcare professionals and those for whom they care. She is passionate about improving the ways health information is shared and accessed. She strives to show listeners how they can join in to create greater equality in healthcare."

If you are interested in booking an event, here is what you can expect:



- Professionalism – I will provide prompt, polite replies to all your communications throughout the entire process.
- Detail – I will gather all the elements needed to ensure your engagement is successful.
- Customization – I tailor every presentation specifically to your needs and audience.
- Social Media Involvement – If you want increased promotional activity for your event, I can announce and advertise it on my social media channels.
- Experience – I am an experienced speaker, podcast guest, author, and panel member and offer a wealth of knowledge to a variety of audiences in healthcare, research, business, marketing, and entrepreneurship.
- Engagement – My presentations are dynamic and entertaining, with interactive discussions and loads of actionable takeaways.
- Relevance – Your audience will get captivating stories, fresh ideas, and inspiring informative and encouraging insights.
- Communication – You can expect clear communication throughout the entire event.

Dr. Demetria is available for anything from addressing your expectations to last-minute changes and will promptly do a post-event follow-up to ensure your satisfaction.



# Ways To Work With *Dr. Demetria*



01

## Consulting

Available as a consultant, co-investigator, or publication partner on studies that focus on health communication, health inequalities, and related dissemination and implementation topics.

## Research Partnerships

Aligning varying interests in health care organizations and expanding the fields of Dissemination and Implementation Science.

02



03

## Speaking & Workshops

Expertise and Workshops on Health Care Innovation, Equitable Health Care, Health Communication, and more.



# Speaking Topics: Knowledge & Topics Your *Audience Needs*

## Dissemination & Implementation Science

Researchers do great work and discover so many important and life-changing innovations. However, the time between discoveries and their translation to a real-world application is significant.

Contact me to learn more about how you and your institution can learn more effective ways to communicate and decrease the time to clinical impact.

## Health Disparities In Cardiovascular Disease

Identification and elimination of system-level disparities in cardiovascular disease have been a focus of my research. In my engagements, I bring a greater awareness of the personal and financial cost of health disparities among minorities and underserved populations. It is a tragic story, but one that we can change together.

## Health Inequities In Health Care Delivery Services

Vulnerable populations suffer detrimental consequences due to race, socioeconomic status, religion, or other marginalization. The inequities in healthcare delivery cause disproportionate and preventable incidences of death and illness exacerbation within these groups. My research prioritizes the reformation of how healthcare services are delivered to eradicate health inequities.

## Doctor-Patient Communication

The communication strategies used by doctors to communicate health information and options vary greatly between locations, socioeconomic groups, religions, and races. Variation in the information and treatment options provided to patients can significantly affect health outcomes creating a disparity in who receives the best care.

## Custom Talks And Trainings

I offer speaking engagements to fit virtually any requirement. Contact me to create highly customized solutions to make your event a powerful success. Such events include:

- Healthcare & Medical Events
- Business/ Team Building Exercises
- Tradeshows
- Professional Associations

- Academic/ Educational Settings
- News and Media Interviews
- Motivational Engagements

# Media And *Interviews*

Drawing from over 20 years of experience as a marketer, researcher, and entrepreneurial advisor, my presentations teach clinicians, patients, and health professionals how to de-implement mediocrity and ignite real improvement in health outcomes.

Through informative, interactive discussions, I motivate people to move beyond the mundane and show them how to make the impossible a reality. My speeches help mobilize healthcare stakeholders and empower them to create transformational results.


In Demetria's presentations, she draws on more than 20 years of experience as a marketer, researcher, and entrepreneurial advisor to teach clinicians, patients, and health care leaders on how to de-implement mediocrity and ignite real improvement in health outcomes.

Dr. Demetria's work and research help people understand and improve how healthcare information is delivered to different groups. The disparity in health communication leads to inequities in healthcare outcomes.

In her engagements, she provides powerful stories and examples about how health outcomes are affected by how information is disseminated and implemented. She discusses how and why health inequities exist, and the vital information health institutions and providers need to know to bring equitable healthcare to everyone.



## Featured Podcast Interview



S3, E33 · 49M  
**E.33 - Demetria McNeal:  
Professional Agility**  
AlchemistX: Innovators Inside

[See More](#)



## Example Interview Questions

### General Questions

How did your earlier career choices lead you to where you are now?

Members of minoritized communities are few in numbers in academic settings, particularly PWI. How have you found success?

### Dissemination And Implementation Science

Can you discuss what dissemination and implementation science is?

Most folks may not understand D&I. How does D&I affect us when we think about the health care environment?

### Health Disparities In Cardiovascular Disease Outcomes

What are common misconceptions people have about health disparities and CVD?

I know you research is primarily in CVD, but what other disease do health disparities exist?

### Health Inequities In Care Delivery

It seems like health inequities in health care is everywhere. How did we come to have health inequities in care?

What made you decide to focus on health inequities in care delivery?

### Health Communication

Why is health communication an important factor to consider across the greater health care environment?

Why health communication as an area of study for you?





## Speaking Topics

01

### Dissemination & Implementation Science

Researchers do great work and discover so many important and life-changing innovations.

02

### Health Inequities In The Health Care Delivery Services

Vulnerable populations suffer detrimental consequences due to race.

03

### Health Disparities In The Treatment Of Cardiovascular Diseases

Identification and elimination of system-level disparities in cardiovascular disease.

04

### Doctor-Patient Communication

The communication strategies used by doctors to communicate health information.

05

### Custom Talks And Trainings

I offer speaking engagements to fit virtually any requirement.

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## Dr. Demetria McNeal Biography

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@DrDemetria



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@demetriamcneal

# Testimonials & Reviews

“

"Just listened to your podcast with Rachel Chalmers and became a big fan! It's truly one of the most insightful podcasts I've listened."

- Danielle Vivo

Program Director | Mentor |  
Diversity, Equity, and Inclusion  
Advocate

“

"The host was so knowledgeable and really helped me understand what I need to do, she was one of the best!"

- Participant

Program Sustainability in the New  
Reality of COVID-19 Virtual  
Workshop Fall 2020

“

"Surveys indicated that your session, Postfunding Preparation: A Business Approach to Program Sustainability, was the most well attended breakout session. In addition, this session was most frequently identified as the most valuable session respondents attended. ...Again, our sincere thanks for your tremendous contributions to this workshop. Your presentation was clearly a highlight for participants." - Participant - Program Sustainability in the New Reality of COVID-19 Virtual Workshop Fall 2020"

- Participant

Program Sustainability In The New  
Reality Of COVID-19 Virtual  
Workshop Fall 2020

“

"The most valuable part of this workshop was the entire thing! I suppose if I had to pick out a specific aspect of the workshop, the discussion surrounding the components of a value proposition truly helped me to take a fresh look at the current goals in my public health grant program and how we can improve it even during such a time as COVID-19. I am not exaggerating when I say this is the best online training I have ever taken. The instructor, Dr. McNeal, was incredibly engaging with the participants and she was able to cover so much important material in such a small amount of time. I really appreciate her and the opportunity to take this workshop."

- Participant

Program Sustainability In The New  
Reality Of COVID-19 Virtual  
Workshop Fall 2020

“

"Demetria is an amazing presenter and anything she wanted to share would be greatly appreciated. More opportunities like this that go step by step through the process would be awesome."

- Participant

Program Sustainability in the New Reality of  
COVID-19 Virtual Workshop Fall 2020

“

"These presenters were very engaging. The topic was applicable to a wide variety of work done at our centers. They did an excellent job making the content relevant, which nicely parallels the content of the talk. I got many ideas that I can directly apply to my work."

- Participant

- Demetria M. McNeal, PhD, MBA, CPTD and Dr. Elaine Morrato  
The VA Eastern Colorado Health Care System GRECC, MIRECC, COIN  
(GMC) Grand Rounds.



# Book

*Dr. Demetria*  
M C N E A L

Whether you are a patient or a provider, understanding the importance of communication is vital to everyone. Everyone can play a part in bringing communication to the forefront of care. Let's have a conversation to discuss how.



## Schedule a Meeting Today

Please schedule a day and time that works best for you on my calendar below. I look forward to speaking with you!

Contact Us

