

ALEXANDRA HOWSON MA, PhD, FACEhp

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PROFILE

Dr. Howson runs [WriteCME Pro](#), a professional development program with a CPD-certified curriculum for medical writers who want to specialize in CME/CPD. She is the host of [Write Medicine](#), a weekly podcast that explores best practices in developing education for health professionals. Her most recent book is [WriteCME Roadmap: How to Thrive in CME with No Experience, No Network, and No Clue](#) (Tilt Publishing, 2024).

Initially trained as a **Registered General Nurse**, Dr. Howson is an experienced medical writer, educator and medical sociologist. As an independent writer/researcher Dr. Howson creates **evidence-based education content** for healthcare professionals that is grounded in adult learning principles and clinical insight, with content expertise in oncology/hematology, cardiology, immunology, neurology, and HIV. She develops policy-oriented and education outcomes **reports**; drafts **manuscripts** for publication; and provides **advisory board coverage**.

Trained in qualitative methodologies at the University of Edinburgh, Dr. Howson also collects and **analyzes qualitative data** via clinician- and patient-based interviews and focus groups to support initiatives in continuing education/continuing professional development, quality improvement, and patient safety. She has conducted qualitative research focused on a range of clinical challenges in oncology, cardiology, neurology, and endocrinology to support comprehensive needs assessments, education outcomes, and quality improvement initiatives in healthcare. Findings from these studies have been published in journals, presented at major conferences, and used to inform healthcare education programming.

TECHNICAL SKILLS

Strategy and Content

- Cultivates relationships and productively engages with a range of education providers including medical societies and academic/research institutions
- Crafts learning objectives and creates evidence-based education content for clinician- and patient-directed programs grounded in adult learning principles and clinical insights
- Develops manuscripts focused on aspects of continuing healthcare education programming as well as [clinical studies](#)
- Generates actionable clinical practice insights for healthcare education stakeholders
 - Conducts landscape assessments/environmental scans to support development of clinician-directed resources
 - Crafts [white papers](#) to drive continuing healthcare education strategy
- Determines and documents clinical practice/performance gaps to support grant applications

Research and Evaluation

- Partners with education providers to collect and analyze qualitative data
 - Facilitates focus groups to explore challenges and generate [best practice resources](#) in oncology
 - Identifies clinical practice challenges to inform education strategy and evaluates quality improvement education outcomes
- Extensively and consistently publishes in [peer-reviewed journals](#) for clinicians + healthcare education audiences
- Presents regularly at Alliance for Continuing Education in the Health Professions annual meetings and publishes in *Almanac*
- Peer-reviewer for *Journal of Continuing Education in the Health Professions*, *BMC Public Health*, *BMC Health Services Research*
- As Chair of the Alliance Research Committee, leads, drives consensus, and directs research on Alliance member issues

SERVICES	PARTIAL CLIENT LIST
<ul style="list-style-type: none"> ▪ Professional development for medical writers ▪ Content development for continuing healthcare education ▪ Manuscript development ▪ White papers ▪ Environmental scans ▪ Advisory boards ▪ Interviews/Focus groups ▪ Qualitative data collection, analysis + reporting 	<ul style="list-style-type: none"> American Association of Nurse Practitioners Association of Community Cancer Centers Annenberg Center for Health Sciences American College of Rheumatology American College of Cardiology CE Outcomes Clinical Care Options Global Genes MedLive Wiley IME

SELECTED PUBLICATIONS 2021-202

Howson A. Practical Strategies for Creating CME/CE Content: Insights from Adult Learning Scholarship. *AMWA Journal* 2023, 38(2)

Guerra C, Pressman A, Hurley P, Garrett-Mayer E, Bruinooge SS, **Howson A**, et al. Increasing Racial and Ethnic Equity, Diversity, and Inclusion in Cancer Treatment Trials: Evaluation of an ASCO-Association of Community Cancer Centers Site Self-Assessment. *JCO Oncol Pract*. 2023 Apr;19(4):e581-e588

Barrett NJ, Boehmer L, Schrag J, Benson AB 3rd, Green S, Hamroun-Yazid L, **Howson A**, et al. An Assessment of the Feasibility and Utility of an ACCC-ASCO Implicit Bias Training Program to Enhance Racial and Ethnic Diversity in Cancer Clinical Trials. *JCO Oncol Pract*. 2023 Apr;19(4):e570-e580

Boehmer LM, Roy UB, Schrag J, Martin N, **Howson A**, Shivakumar L, Coleman B, Salinas G. Biomarker Testing in Patients with Non-Small Cell Lung Cancer. A Mixed Methods Approach to Understand Clinician Use of Biomarker Testing for Patients with NSCLC. *Oncology Issues*. 2022. 37(2):66-70.

Howson A, Mutschler B, McCrea A. Designing and Evaluating a Gender-Affirming Educational Initiative for Optimal HIV Care: A Case Study. *Transgender Health*. 2021. <https://doi.org/10.1089/trgh.2020.0124>

Howson A, Turell W. Qualitative outcomes in CME/CPD: Exploring non-linear contexts and lived experiences in patient-directed interventions. *J European CME*. 9:1, DOI: [10.1080/21614083.2020.1834760](https://doi.org/10.1080/21614083.2020.1834760)