



KAI SANDERS

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www.MsSanders.com

As a professional with a career history of developing and delivering compelling and informative speeches and value propositions that promoted the use and implementation of pharmaceuticals, medical devices, compliance, disease management, and continuing care, I would be honored to join your organization.

Throughout my career, I have trained, educated, informed, and presented to physicians, nurses, pharmacists, key opinion leaders (KOL), allied health professionals, social workers, business leaders, case managers, and patients across Texas. I have developed marketing content/newsletters, conducted market research, built professional rapport, overcome objections, and advanced my organization's mission and directives.

Some of my career achievements at *Texas Children's Hospital*, *Texas Children's Health Plan*, and *Biogen Idec* include

- Developed and delivered virtual and in-person training across 20+ clinical specialties and compliance topics, including asthma protocols, Medicaid/CHIP, metabolic monitoring, HIPAA, and diagnostic testing.
- Spearheaded a wellness initiative that achieved 40%+ BMI reductions and an 85% incentive completion rate, securing continued funding.
- Piloted and expanded asthma programs recognized at regional and national conferences for reducing hospital readmissions by over 30%.
- Selected as a top-requested public speaker for Biogen's national advocacy and awareness programs, traveling monthly to support sales growth and product awareness.
- Recruited and coached key opinion leaders (KOLs) to champion new clinical protocols and technologies while launching cross-functional education campaigns.
- Recognized as a subject matter expert (SME) on asthma disease management, tobacco cessation, culturally competent healthcare, autism, neurodivergence/ADHD, and assigned benefits areas.

I hold a **Master of Education in Curriculum and Instruction**, completed **Graduate Studies in Counseling Psychology**, and possess a **Bachelor of Science in Psychology & Speech Communications (Double Major)**.

Finally, I am a **Certified Asthma Educator (AE-C)**, **Consultant to the Asthma Educator Specialty Examination Committee at NBRC**, and a member of the **National Sales Network (NSN): Houston Chapter**.

Now, I would welcome the opportunity to transition my skills to your team and can be reached anytime to discuss my qualifications and background.

Thank you for your time and consideration.

Sincerely,

Kai Sanders



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MEDICAL AND PHARMACEUTICAL SALES AND ACCOUNT MANAGEMENT

A professional with a career history of developing and delivering compelling and informative presentations and value propositions that promote the use and implementation of pharmaceuticals, medical devices, compliance, disease management, and continuing care while training/coaching healthcare professionals and patients. Recruits key opinion leaders (KOL), showcases benefits/advantages aligned with the needs of each audience, overcomes objections, negotiates solutions, and initiates calls to action.

Experienced public speaker for large and small audiences, develops marketing content/newsletters, conducts market research, and builds rapport with physicians, nurses, and allied healthcare professionals. Recognized for attaining high presentation and engagement scores that advance organizational protocols, best practices, mission, pharmaceuticals, and medical devices.

Medical Device and Pharmaceutical Solutions Selling | Account Management | Negotiation | Engaging Public Speaker | Territory Management
Content Creation | Market Research | Recruits Key Opinion Leaders (KOL) | Training/Education | Marketing | Professional Partnerships

PROFESSIONAL EXPERIENCE

TEXAS CHILDREN'S: Houston, TX | 4/2010 – 7/2024

EDUCATION & TRAINING COORDINATOR, *Texas Children's Health Plan* | 3/2021 – 7/2024

Developed, marketed/promoted, and led engaging educational and training programs (in-person/virtual) on medical devices, pharmaceutical drugs, institutional best practices, testing, safety, and case management for internal and external stakeholders (patients/members and healthcare providers) of the #1 children's healthcare institution. **Consistently Rated 90%+ on all training programs.**

- ❖ **Medical/Healthcare Programs:** Care Coordination, Counseling, Family Planning, Pulmonology, Life Threatening Asthma Clinic, Sickle Cell Asthma, Women's Health, Population Health, Wellness, School Nursing Program, Sleep Labs/Sleep Studies, Pharmacy, Respiratory, Cystic Fibrosis, Dermatology, Medical Technology (MyChart, Epic), Biologics/Injectables, Immunotherapy, HIPAA, Diagnostic/Biomarker Testing, Nitric Testing, Phenotyping, Behavioral Health, Managed Care, Medicaid (Medicaid State of Texas Access Reform/STAR and Long-Term Services and Support/LTSS, Respite Care, Waivers, Wraparound Services), Children's Health Insurance Program/CHIP, Medically Dependent Children Program (MDCP), Community/State Resources, Complex Case and Disease Management, and Metabolic Monitoring
- ❖ **Clinical and Professional Audiences Engaged:** Physicians, Key Opinion Leaders (KOL), Nurses (Registered Nurses, Nurse Practitioners), Case Managers, Social Workers (LMSW), Field Relations, Pharmacists, Texas School Nurses, Care Coordinators, UM Utilization Management, NFP Nurse Family Partnership, Complex Case & Disease Management, and Transition Services

- **Delivered compelling presentations, speaking engagements, and training/coaching to medical/healthcare professionals, business leaders, and patients** of diverse learning styles (visual, auditory, reading & writing, and kinesthetic).

- Delivered value propositions on the benefits/advantages of each initiative.
- Overcame objections/resistance.
- Gained "buy-in," acceptance, and adoption of new care pathways, medical devices, pharmaceuticals, and best practices/procedures.

- **Recruited a dedicated team of key opinion leaders (KOL) committed to advancing initiatives on behalf of the department.**
- **Championed the development, marketing, and launch of programs to meet emerging patient and compliance needs. Highlights:**

- 8-week patient wellness program focused on weight management and pre-diabetes. The program achieved 40%+ BMI reductions among participants and an 85% attendance incentive rate to secure extended funding and approval for the program's continuation.
- Virtual asthma management program and trigger assessments for field relations coordinators (FRCs) as their scope of responsibilities expanded to include in-home asthma visits. Program gained accolades for successfully preparing FRCs and increasing patient engagement.

- **Established and strengthened professional partnerships** with area businesses and nonprofit organizations (e.g., Houston Food Bank) through networking, cold/warm outreach, field visits, and referrals.
- **Recognized as a subject matter expert (SME)** on asthma disease management, tobacco cessation, culturally competent healthcare, autism, neurodivergence/ADHD, and assigned benefits areas (e.g., employee benefits, leaves of absence, and retirement plans). Delivered educational content incorporating motivational interviewing to support patient adherence and outcomes.
- **Led highly successful negotiations** with department managers to transition the onboarding process to a structured approach with defined employee start/onboarding days each month.
- **Reduced onboarding and training times** through the introduction of pre-recorded learning modules to the LMS, updated tip sheets, enhanced workflows, and job shadowing opportunities.
- **Aggregated, tracked, and analyzed engagement levels on marketing/promotional ROI initiatives, training activities, and new hire progress.** Conducted in-depth research and prepared reports for authorized parties.



ASTHMA EDUCATOR (AE-C), *Texas Children's Hospital* | 4/2010 – 3/2021

Built, managed, and strengthened professional partnerships as a trusted resource to physicians, patients, nurses, social workers, sleep lab staff, and allied health professionals in outpatient, inpatient, and emergency settings while delivering presentations, training, advancing the hospital's asthma protocols, and promoting acceptance of emerging healthcare trends, best practices, and tools.

Presenter: American Lung Association Asthma Educator's Symposium, 2X Faculty Presenter, Asthma Coalition of Texas Guest Speaker, Numerous Local/National Educational Forums, Baylor Educational Innovations, Baylor Educational Showcase, Young Investigators Forum in Respiratory Diseases, and the American Thoracic Society Conference

Asthma and Allergy Training/Presentation Audiences: Physicians, Nurses, Social Workers, Emergency Room/Emergency Department Staff, Sleep Lab Staff, Pharmacists, Patients, Respiratory Therapists, and Caregivers

Presentation/Training Topics: Asthma Medications/Pharmaceuticals, Asthma Medical Devices, Drug Formulary Changes, Emergency Action Plans, CPR (Infant, Pediatric, and Adult), Cardiac Concerns, Asthma Discharge Care, Sickle Cell Asthma, Life-Threatening Asthma, Cystic Fibrosis, and EMR Systems (EPIC, Wellsky, and QNEXT)

- **Reduced asthma-related hospital readmission rates by over 30%** within the first year.
- **Established and launched the Asthma Center of Excellence training program and introduced, expanded, and improved asthma coaching/training programs and procedures** to meet evolving healthcare protocols. *Highlights:*

- ➔ Physician asthma action plan retraining (leading to 90% of physicians improving action plans), job shadowing opportunities, pediatric skills/asthma rotations for Baylor pediatric resident physicians, standardized asthma emergency medicine discharge care procedure (boosting the number of patients discharged with action plans and medication training to 92%+), and eight multilingual versions of patient home management plans in EMR/Epic applications for non-English-speaking audiences.

SECURED PHYSICIAN BUY-IN
AND LED
90% TO IMPROVE THEIR
ASTHMA ACTION PLANS

- **Steered the department's Epic electronic medical records (EMR) deployment** while showcasing the benefits of the system, recruiting/training superusers, and minimizing resistance.
- **Selected to train educators at partner facilities** (e.g., Cook Children's and Dallas Children's Hospital).
- **Fostered partnerships between educational institutions, caregivers, community resources, and patients** for a holistic approach to managing patient asthma, ultimately reducing readmission rates.
- **Served on the cross-functional quality assurance (QA) team** dedicated to consistency and best practice replication across the healthcare system. *Results: increased outside clinic and hospital staff compliance by over 70% for continuing accreditation as an Asthma Center of Excellence by Joint Commission.*
- **Named a preceptor for nurses and respiratory therapists.**
- **Developed education/marketing materials/articles**, including patient education, quarterly newsletters (Easing the Wheezing), and an article outlining best practices in asthma care for noncustodial parents.
- **Served on numerous panels and roundtable discussions**, including *Houston Initiatives* and *Centers for Disease Control* (Roundtable Discussion: The Environment Related to Asthma and Respiratory) and presentations sponsored by the Environmental Protection Agency, Texas Children's Health Plan, and Children's Environmental Health Institute.

BIOGEN IDEC: Boston, MA (Remote) | 9/2012 – 6/2018

PUBLIC SPEAKER | BRAND AMBASSADOR | PATIENT ADVOCATE

Traveled across the country to promote awareness/product demand (and ultimately prescriptions/sales) of neurological/neuroscience pharmaceuticals and drugs dedicated to enhancing the lives of patients with multiple sclerosis (MS) while providing product testimonials and shared experiences, mentoring new speakers, and supporting top-line organizational revenue growth.

- **Delivered engaging, powerful, and compelling speeches/presentations/value propositions** (in-person/virtual) to medical audiences while promoting the benefits of multiple drugs, securing key opinion leaders (KOL), and driving revenue growth.
- **Recognized as one of Biogen's top-requested speakers for patient programs**, traveling to up to five cities each month.
- **Expanded from a branded speaker** (Tysabri Infusion Drug) **to a non-branded speaker covering new therapeutic areas and topics.**
- **Piloted a new series of programs** specifically designed to support women managing autoimmune disease.

PROMOTED THE BENEFITS
OF PHARMACEUTICALS
TO HEALTHCARE
AUDIENCES ACROSS THE
NATION



Previous Roles Included

Behavior Interventionist: Alief ISD

2nd Grade Teacher and Reading Intervention Specialist: E.O. Smith Education Center, Houston ISD

EDUCATION | CERTIFICATIONS

Master of Education (M.Ed.): Curriculum & Instruction, Early Childhood Education | Houston Baptist University

Graduate Studies: Counseling Psychology (26 credit hours completed) | Houston Baptist University

Bachelor of Science (BS): Psychology & Speech Communications (Double Major), Houston Baptist University

Certified Asthma Educator (AE-C) | Member: Association of Asthma Educators

NBRC: Consultant to the Asthma Educator Specialty Examination Committee

Networking: National Sales Network (NSN): Houston Chapter, Houston MS Society: Lone Star Chapter, MS Charity Walks & MS 150 Volunteer, Kid's Lonestar MS Kids Camp Counselor, Cystic Fibrosis Fight for Air Climb, and UIL Speech & Debate Judge