

(Jenny) Ling Hui Loh

Professional Goal

Improving patient experience by supporting healthcare professionals' education through experiential learning modalities; and providing medico-legal compliant, multi-channel communication content that patients relate to.

Skills Highlights

- **Standardized Patient (SP)** portrayal, feedback; case writing, training, simulation setup, & quality assurance
- **SP Subject Matter Expertise** in SP feedback, assessment, & memory tools; facilitated SP skills workshops
- **Small-clinic administration** in front desk team training, clinic facility & inventory allocation, client inquiries triaging with clinicians, electronic health records use among interdisciplinary clinicians, process improvement
- **Medical event organizing** with budget, venue, menu, faculty management, publicity, & registration systems
- **Medically conversant**, able to cooperate with healthcare academia and biopharmaceutical industry's norms
- **Quad-lingual** in English, Mandarin, Fujian, & Bahasa Malay; adding to responsive engagement with patients
- **Award-winning experience** in both digital & offset print publishing; skilled in infographics and video creation

Professional Experience

Oct 2022 – Present

Lead Client Services Coordinator at Sanders IMPACT Center (Pro Bono Interprofessional Student Clinician Clinic); Simulated Participant (SP); & Simulation Support Team Member

Massachusetts General Hospital Institute of Healthcare Professionals (MGH IHP), Boston, MA, USA

- Organizing administrative workflows related to EMS Room Reservation system, EMS-Works Enterprise SimIQ digital capture recording system, ClinicNote Electronic Medical Records, FormStack/RedCap/MicrosoftForms, SimInv inventory management, data reporting, clinic staff training
- Initialing SP case template in line with Association of Standardized Patient Educators (ASPE) standards; creating evidence-based SP training curriculum modules on SP methodology and feedback to learners
- Portraying faculty-defined patient scenarios to help students develop history-taking, rapport-building, breaking bad news, and motivational interview skills in Genetics Counselling, Nursing, Occupational Therapy, Physician Assistant, Physical Therapy, and Interprofessional training
- Re-organizing simulation lab storage in 4 weeks; cataloging assets which include task trainers & manikins

Jan 2016 – Oct 2022

Certified SP Trainer / Educator; & Standardized Patient (SP) / Patient Instructor

University of Massachusetts Chan Medical School, Worcester, MA, USA

- Portraying and analyzing medical learners on communication skills at >3,000 summative and high-stakes patient encounters at Boston Medical Center Residency Program, Boston University Athletic Training Program, Harvard Medical School, MCPHS, Tufts Medical School, Simmons University Social Works Program, and University UMass Chan Medical School students of all levels including practicing clinicians
- Authorized by faculty to conduct longitudinal training & quality assurance of ~30 SPs at ~300 encounters
- Advocating for SP community-building via web revamp/SEO, newsletter publishing, workshop facilitation

Oct 2010 – Mar 2015

Standardized Patient (SP); & Medical Education Event Executive

Singapore General Hospital (SGH) and 10 medical institutions including Duke-NUS Graduate School of Medicine and Imperial College of London's branches, Singapore

- Advancing to be a preferred SP for >80 simulation scenarios involving patients or medical staff; from ages 16-55; at admission interviews, end-of-clerkship and board examinations
- Providing Professional Conference Organizer (PCO) services to onsite Continuing Medical Education (CME) events including workshops and symposiums including the 190th SGH Lecture & Formal Dinner

Dec 2004 – Mar 2015

Medical Education Event Executive; Medical Writer; & Marketing Communications Specialist

UBM International's MIMS.com Medical Publishing, Marketing and Event, Asia Pacific HQ, Singapore

- Producing >60 legally-compliant patient education and treatment adherence program materials for global top 10 biopharmaceutical firms including Abbot, Bayer, GSK, J&J, Lilly, Merck, Pfizer, and Sanofi; in print publication, website, and in-person use; by consolidating inputs from clinical papers, key opinion leaders or medical societies' chairpersons, medical-legal teams, and pharma product managers in Asia Pacific
- Leading >20 web revamps for medical societies & campaigns; championing form automation & CMS use
- Formulating the "C-O-N-G-R-E-S-S" approach to a 30% increase in turn-up of an event, and a record of 2,700 delegates at another; by systematically managing CME events' Committee and finances, Onsite venue and menu, iNvitation and faculty liaison, Gathering and reviewing abstracts, Registration and payment, Engagement via publicity, Social program and Subsequent event pitching
- Producing marcomm materials & staff newsletters for distribution in 12 countries throughout Asia Pacific

Education & Training

Bachelor of Arts Degree in Professional Communications

(Broadcast & Print Journalism, Media Studies, Public Relations, & Liberal Arts incl Social Psychology)

Issued by the Royal Melbourne Institute of Technology (RMIT) University, Victoria, Australia

Pre-U Education: Western Australia Tertiary Entrance Exam Y12 Certificate of Secondary courses in Human Biology, Chemistry, Physics, English, Applicable Mathematics and Economics.

Early Education: Malaysian Certificate of Education (SPM) Grade A. Lower Certificate of Education (SRP/PMR) straight 8A1s – breaking school record. Primary School Assessment Test (UPSR) straight 6As.

Certificates of Attendance at Annual Medical Education, Event & Marketing Workshops

Supervised by MIMS / UBM / CMP Medica Asia Medical Writer Alliance, Asia Pacific HQ, Singapore

Topics included Pharma Product Cycle, Medical Communications Project Management, Interpreting Biostatistics, Scientific Reference Pack, Medical-Legal Approval, Medical Education Events, Key Opinion Leader Liaison, Patient Education and Adherence Programs; presented on this latter topic

Certificate in Master Interview Rating Scale (MIRS) & Physical Exam Teaching Associate (PETA)

Supervised by Eastern Virginia Medical School (EVMS) & National University of Singapore (NUS)

Certificate in Standardized Patient Skills

Supervised by Imperial College London (Singapore Branch) & National University of Singapore (NUS)

Certificate in SP Trainer Track Program and Physical Exam Instructor Program

Certificate in Pre-Surgical Scrubbing & Gowning Instructor Training

Certificates in Standardized Patient Core Competencies in Focused Physical Exams for Objective Structured Clinical Examinations, Feedback, Scoring, & Case Portrayal

Supervised by the Interprofessional Center for Experiential Learning and Simulation (iCELS), University of Massachusetts UMass Chan Medical School, Worcester, MA, USA

Certificate in Fundamentals of SP Methodology Association of Standardized Patient Educators (ASPE)

Certificate in Fundamentals of Simulation Instruction MGB STRATUS Center for Medical Simulation

Professional Awards

- 2026 **Mass General Brigham Pillar of Excellence Individual Award** (Service) & **Team Award** (EHR)
- 2014 **US PRWeek Health Care Agency of the Year** Ace Award for medical congress (Project Lead)
- 2014 **UK Royal College of Paediatrics & Child Health Certificate of Merit** for SP work (Individual)
- 2011 **Singapore SingHealth RiSE Partners in Education Award** for event delivery (Team Lead)
- 2007 **Asia Publishing Management Award** for Pfizer Heart Health Program (Content Lead)
- 2006 **US Summit Marketing Effectiveness Award** for Pfizer Heart Health Website (Content Lead)
- 2001 Singapore National Computer Systems **Different in Quality Award** for web revamp (Editor)
- 1999 & 1998 **Malaysia Internet Website of the Year** for ICI & Commonwealth Games Official Web (Team)