

# Bennet Dunlap

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An accomplished digital advocate and influencer who specializes in mobilizing online patient communities to effect policy change. Extensive experience working with private research groups, government agencies, and diabetes-related non-profits. Passionate about making complicated medical topics approachable through storytelling and humor.

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## Your Diabetes May Vary Consulting

2007 — Present

### *President*

Provide non-profit and industry clients with digital strategies to reach diabetes patient communities

- **Grant reviewer** and **policy expert** with extensive experience evaluating research and regulatory proposals
  - Serve as voting member on **FDA Patient Engagement Advisory Committee** (2017-2021 term)
    - Review written materials and witness testimony to make recommendations on FDA action
    - Sole representative of the diabetes community on the nine-person panel
  - Produce patient-focused webinars for the **FDA Center for Devices and Radiological Health (CDRH)**
    - Organize, promote, and moderate conversations to help the FDA engage patient community
    - Responsible for the largest webinar audience in FDA history with hundreds of engaged patients
    - Topics included: automated insulin delivery systems, device labeling, and meter accuracy
  - Participated in multiple diabetes-focused **Congressionally Directed Medical Research Programs**
    - Discovery-Diabetes Consumer Reviewer (2015-2016) and PRMRP Metabolic Panel (2014)
    - Rated proposals for multi-million dollar, Department of Defense-funded research grants
    - Tasked with ranking proposals based on how they would impact patients' lives
  - Reviewed multi-million dollar, patient-centered outcome research proposals for **PCORI**
    - Infrastructure Grant Reviewer (2013) and Natural Experiments Reviewer (2015)
  - Served as an advocate speaker at **FDA public hearings** about insulin and Type 2 non-insulin medications
- **Organizer** and **campaigner** with a proven ability to mobilize patient communities to take action
  - Created **Strip Safely**, a multi-phase digital campaign to ensure the FDA heard from diabetes patients regarding proposed changes to glucose meter accuracy guidelines
    - Developed social and media plans to teach patients how to comment on an open FDA docket
    - Authored form letters, tweets, and other communications resources for patient advocates
    - Over 90% of comments received by the FDA were from patients as a result of the campaign
    - Utilized insights to run sub-campaign about Medical Device Data Systems (MDDS) standards
  - Founded **Spare A Rose**, an annual Valentine's day-themed fundraiser to buy insulin for children living with diabetes in less-resourced countries
    - Partnership with the International Diabetes Federation's Life For A Child program
    - Campaign has raised \$100,000+ and supports 18,500+ young people in 42 countries

- **Speaker and panelist** specializing in healthcare policy, device regulation, advocacy, and social media
  - Contributed to **Social Media Summits** (2007-present) for organizations including: Roche, Medtronic, J&J, Sanofi, Lilly, Jefferson University, and American Academy of Clinical Endocrinologists
  - Presented to **American Association of Diabetes Educators** on social media advocacy (2014, 2015, 2016)
  - Spoke at **American Diabetes Association** annual conference about the diabetes online community
  - Presented at **Diabetes Mine Innovation Summit** (2012) on how to replicate the success of StripSafely
  - Spoke on a **Diabetes Technology Society** panel about accuracy in medical devices and glucose monitors

## Diabetes Patient Advocacy Coalition (DPAC)

2015 — 2017

### **Founder**

Founded non-partisan (c)(4) non-profit organization to amplify patient concerns to relevant policy makers

- Lead the development of the DPAC website, branding, and digital content initiatives
  - Built DPAC website on CQ Roll Call and then later migrated content to Wordpress as needs changed
  - Established brand voice by authoring official statements, blogs, and promotional materials
  - Worked with freelance designers to create logo, color palette, social icons, and other visuals
  - Wrote, programmed, and managed monthly newsletter, which focused on relevant policy-related CTAs
  - Solicited experts, advocates, and writers to contribute to the DPAC blog
  - Produced monthly Ask An Expert webinar, running the show and recruiting experts from organizations like the National Minority Quality Forum and FDA
- Ran digital advocacy campaigns on meter accuracy, CGM accuracy, and medicare coverage of CGM
  - Operations ran parallel to the American Academy of Clinical Endocrinologist's campaign that passed in the lame-duck session '15 omnibus
  - Created "Twitter Scorecard" that allowed patients to contact their Congressional representatives about specific diabetes-related bills with pre-written tweets and planned "Tweet-ins" to raise awareness
- Fundraised operational budget from individual, trust, and industry benefactors

## Diabetes Hands Foundation

2011 — 2014

### **Advocacy Consultant**

Developed and ran a variety of advocacy initiatives designed to mobilize the diabetes online community

- Refined **Diabetes Advocates** overall strategy and created advocacy referral program
  - Recruited advocates, encouraged participation on specific missions, strengthened synergies, and formalized the process of sharing of resources and audiences
- Organized **Diabetes Advocates Master Labs**, which aimed to teach patients how to become effective advocates
  - Responsible for creating overall program, recruiting experts to give presentations, and finding attendees
  - Enlisted six to eight experts from industry, FDA, and other disease spaces to speak at each event
- Developed advocacy road map for patient policy and advocacy with HCM Strategists, LLC

## Harleysville National Bank

2006 — 2010

### **VP, Channel Management**