

Beth A. Seyda

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Professional Summary

Beth Seyda's life was transformed by the birth and death of her son in 1997. Since then she has been combining her personal and professional experience to improve pediatric end-of-life care. Beth has produced an award-winning educational film, *When a Child is Dying*, authored the accompanying *Supportive Care Handbook* and co-founded a non-profit, *Compassionate Passages, Inc.* The organization's mission is to be the family voice for pediatric end-of-life care via advocacy, education and research.

In her 25+ years of qualitative and quantitative research experience, Beth held marketing research, sales research, and marketing positions at top consumer packaged goods companies. She has addressed a broad range of strategic and tactical issues including acquisitions, brand equity, new product development, market segmentation, positioning, advertising/copy, pricing, promotion, and packaging. She manages the entire research process including: defining study objectives; methodology and sample selection; designing surveys; supervising the collection, coding and tabulation of data; data analysis and recommendations.

Now Beth's research focuses more on healthcare related issues including being a principal investigator on a team of UNC physicians (OB, NICU, and PICU) and evaluating directive vs. non-directive counseling methods. She developed two survey instruments, conducted 1-on-1 interviews among physicians and patients, and the results were published in *Pediatrics*.

Employment History

12/01 - Current	<u>Compassionate Passages, Inc.</u> , Chapel Hill, NC Co-Founder and Executive Director
4/99 - Current	<u>Seyda Research Consultants</u> , Chapel Hill, NC President
8/96 - 4/99	<u>Attitude Measurement Corp.</u> , Chapel Hill, NC Director of Research, Southern Regional Office
1/94 - 7/96	<u>The Clorox Company</u> , Oakland, CA Category Research Manager, HomeCare New Products
6/91 - 12/93	<u>Burroughs Wellcome Co.</u> , Research Triangle Park, NC Sales Research Manager/Asst. Brand Manager/Senior Research Analyst, Consumer HealthCare Division
9/89 - 6/91	<u>FGI</u> , Chapel Hill, NC Project Director
5/88 - 9/89	<u>DowBrands</u> , Greenville, SC Research Manager, Home Care Division
10/85 - 5/88	<u>The Clorox Company</u> , Oakland, CA Product Research Manager
4/84 - 10/85	<u>The Research Spectrum</u> , San Francisco, CA Project Director
1/82 - 1/84	<u>General Mills, Inc.</u> , Minneapolis, MN Statistical Data Analyst

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Education

8/77- 12/81

University of Wisconsin, Madison, WI
BS, Sociology, Concentration in Analysis & Research

Accomplishments/Activities

Author/Producer

Chapter on Infant Death written by Beth Seyda and Ann Fitzsimons for a professional textbook, *Children's Encounters with Death, Bereavement, and Coping* edited by Charles Corr and David Balk. To be published by Springer Publishing Company in 2010.

Contributing writer to Open to Hope Foundation, www.opentohope.com, since November 2008.

"*Supporting Families after the Loss of a Baby*", written by Beth Seyda, NJ March of Dimes Mission Family Newsletter, March 2008.

"*When a Child Dies: Spiritual Struggles and Solace*", written by Beth Seyda, ChiPPS Pediatric Palliative Care Newsletter, February 2008.

"*Passing the Torch: Hard Lessons Learned and Shared from One Family to Another*", written by Ann Fitzsimons and Beth Seyda, NHPCO's ChiPPS Pediatric Palliative Care Newsletter, August 2007.

Chapter on Family-Centered Care written by Beth Seyda, Terri Shelton and Nancy DiVenere for a graduate level textbook, *Patient Advocacy: Patient-Centered Strategies for Improving Health Care Quality*. Published by Jones and Bartlett in July 2007.

"*Current and Emerging Issues in Perinatal Loss and Birth Planning for Parents Facing Difficult Circumstances*", written by Ann Fitzsimons and Beth Seyda, NHPCO's ChiPPS Pediatric Palliative Care Newsletter, May 2007.

"*A Primer on Perinatal Loss and Infant Death: Statistics/Definitions, Parents' Needs, and Suggestions for Family Care*" written by Ann Fitzsimons and Beth Seyda, NHPCO's ChiPPS Pediatric Palliative Care Newsletter, February 2007.

"*Comparison of Mothers' and Counselors' Perceptions of Predelivery Counseling for Extremely Premature Infants*" written by Heather Keenan, MD, Mia Doron, MD, and Beth Seyda, Pediatrics, 2005; 116; 104-111.

"*Dylan's Story*" written by Beth Seyda, Hospice and Palliative Care Insights, Issue Two, 2004.

"*The Supportive Care Handbook*" written by Beth Seyda and Ann Fitzsimons, 2002.

"*When a Child is Dying*" educational film produced by Beth Seyda and Erica Rothman, 2001.

"*Dylan's Story*" written by Beth Seyda, iris: the UNC Journal of Medicine, Literature & Visual Art, 1999.

Speaker/Presenter

Perinatal Bereavement Conference, Chapel Hill, NC (April 2010)

Duke OB Grand Rounds, Durham, NC (January 2010)

Children's Hospice International's World Congress, Cape Town, South Africa (September 2009)

International Conference on Patient-and-Family-Centered Care, Philadelphia, PA (August 2009)

Children's Hospice International's World Congress, San Francisco, CA (November 2008)

National Perinatal Bereavement Conference, Clearwater, FL (October 2008)

Palliative Care Case Conference, Duke University Medical Center, Durham, NC (November 2007)

University Presbyterian Church, Chapel Hill, NC (October 2007)

OH Pediatric Palliative Care Conference, Akron, OH (October 2007)

Caring for Mind, Body and Spirit: Psychosocial, Bereavement and Spiritual Needs at the End of Life, Albuquerque, NM (August 2007)

National Perinatal Bereavement Conference, Chicago, IL (October 2006)

NJ Hospice and Palliative Care Organization's Pediatric Conference, New Brunswick, NJ (April 2006)

Where's the Patient Voice in Health Professional Education?, Vancouver, BC (November 2005)

The National Hospice and Palliative Care Organization's First National Conference on Pediatric Palliative and Hospice Care, Dearborn, MI (November 2004)

American Academy on Physician and Patient Annual Research and Teaching Forum, Indianapolis, IN (October 2004)

Children's Hospice International's World Congress, Alexandria, VA (September 2003)

Annual Scientific Symposium of the Society of Critical Care Medicine, Research Triangle Park, NC (June 2003)

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Cont'd - Speaker/Presenter

Carolinas Association of Neonatal Nurse Practitioners, Chapel Hill, NC (April 2003)
Annual Conference of the Association for Death Education and Counseling (ADEC), Cincinnati, OH (March 2003)
Duke Institute for Care at the End of Life, Durham, NC (January 2003)
Duke Ob/Gyn Grand Rounds, Durham, NC (October 2002)
National Perinatal Bereavement Conference, Austin, TX (September 2002)
North Carolina Society for Clinical Social Work, Chapel Hill, NC (April 2002)
Speaker at numerous UNC and Duke Grand Rounds/Medical Student-Resident Training Programs and other local community/faith organizations on various pediatric end-of-life care issues

Invited Participant

Patient Advocacy, Patient-Centered Care -- National Patient Advocacy Summit II, Chapel Hill, NC (March 2005)
Patients, Families and Health Care Providers: Partners in Decision-Making, Advocates in Health Care -- National Patient Advocacy Summit I, Chapel Hill, NC (November 2003)
Suffer the Children: Caring for Children at the End of Life, Durham, NC (May 2003)

Subject of Article/Interview

"Mother's Loss Turns Into Healing" by Mazare Rogers, The Herald-Sun, June 2, 2009
"Miscarriage and Infant Loss" with Drs. Gloria and Heidi Horsley, Healing the Grieving Heart internet radio show, www.health.voiceamerica.com, October 30, 2008
"Loving and Losing a Baby: Three Triangle Families Share their Stories of Hope and Healing" by D'Ann George, Carolina Parent, July 2004. Article won a Silver Award in the General Feature Writing category from the national Parenting Publications of America (PPA) Editorial and Design competition.
"Parents' Pain is Turned into a Lesson for Others" by Valarie Schwartz, The Chapel Hill News, October 12, 2003
"Sharing Experiences" by Rebekah Butler, Medical Alumni Bulletin, School of Medicine, University of NC at Chapel Hill, Summer 2002
"The State of Things" with Mary Hartnett, WUNC-FM (National Public Radio station), November 27, 2001
"Help with Life in the Face of Death" by Dave Hart, The Chapel Hill News, November 25, 2001
"A Way with Words: Bereavement Communication Training Boosts Staff Support for Grieving Patients" by Melissa Gaskill, NurseWeek, March 19, 2001
"Health Team" with Dr. Allen Mask, WRAL-TV (ABC affiliate), February 21, 2001
"Dylan's Gift: Teaching a Hospital to Care" by Bill Holton, Family Circle, February 1, 2001

Awards

2005 Village Pride Award presented by Chapel Hill radio station WCHL (1360AM)
2005 Community Enrichment Award -- Chapel Hill-Carrboro Annual Service Awards presented by Chapel Hill-Carrboro Chamber of Commerce and the Foundation for a Sustainable Community
2002 Worldfest/Houston International Film Festival -- Bronze Award in the Family Matters Category for *When a Child is Dying* film

Member

Duke Pediatric Quality of Life Program, member since 2008
Pregnancy Loss and Infant Death Alliance (PLIDA), Past-President 2009-2010, Board President 2007-2008, member since 2006
Pediatric Palliative Care Coalition of North Carolina, member since 2007
University of North Carolina Hospitals Ethics Committee, 1998-2007
Initiative for Pediatric Palliative Care (IPPC) Regional Educational Retreat, Planning Committee, 2006
National Alliance for Children with Life-Threatening Conditions (NACWLTC), Co-Chair Research work group and member of Community Support work group, 2002-2004
Cherubs -- The Association of Congenital Diaphragmatic Hernia Research, Advocacy, and Support