

# LAURA ABRIGNANI, RN, NP, MSN, MSCP

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R.N. Licensure: 474448 - N.P. Licensure 8836

## CLINICAL AND MEDICAL DEVICE / PHARMA INDUSTRY LEADER

### CLINICAL STRENGTHS & EXPERTISE

- Clinical Expertise and Women's Health/Patient Advocacy
- Menopause Society Certified Practitioner
- Procedural Skills
- Bilingual - Spanish & English
- Building Clinical Programs
- Strategic Planning
- Creating Clinical Education
- Emotional Intelligence, Strong Interpersonal and Communication Skills
- Building Patient Trust & Rapport

### CLINICAL EXPERIENCE

Passionate, driven, results-oriented Women's Health Care Nurse Practitioner, motivated to optimize clinical expertise and industry experience to drive successful solutions in Women's Healthcare. Focused on addressing unmet needs in women's healthcare and optimizing the patient experience. Additionally cultivate relationships with cross-functional departments to successfully meet patient needs, experience and achieve corporate goals. Patient and Women's Health advocacy.

#### Coastal Well Woman [[coastalwellwoman.com](http://coastalwellwoman.com)]

**Owner - Nurse Practitioner - Menopause Certified Practitioner** 2024 - Present

Full GYN and Women's Healthcare services, and Menopause Health and Wellness

#### Santa Barbara Public Health Department - Women's Healthcare Clinic

**Nurse Practitioner** 2024 - Present

Routine gynecologic and obstetrical care, special procedures (colposcopy, contraceptive IUS and implants, etc.). Management of schedule and team assigned each day. EHR. Patient advocacy.

#### Sansum Clinic-Department of OB/GYN - Santa Barbara, CA

**Nurse Practitioner / R.N. First Surgical Assist** 1997 - 2007 All well

women requirements including, annual exams, contraception counseling, peri-menopause and menopause consultation, evaluation and treatment plan, education and documentation. Expert performance with in-office procedures (i.e., colposcopy; cryotherapy; breast cyst evaluation and aspiration, etc.). Cross-specialty collaboration.

**USC faculty appointment**, in teaching first year residents; preceptor to N.P and R.N. students in the Sansum clinical setting and First surgical assist (UCLA 1st Surgical Assist Program)

#### Valley Community Clinic - Women's Health Clinic and Teen Clinic - North Hollywood, CA

**Nurse Practitioner, Women's Health** 1995 - 1997

All well women requirements including, annual exams, contraception counseling, peri-menopause and menopause consultation, evaluation and treatment plan, education and documentation.

#### Planned Parenthood - Santa Barbara, CA

<b>Nurse Practitioner, Women's Health</b> Contraception, family planning and STD care; Obstetrical care; patient education	1995 - 1997
<b>Greater Hollywood Health Partnership - Hollywood, CA</b> Public Health Nurse / Parish Nurse Community health care /family medicine and education	1992
<b>Kenneth Norris Jr. Cancer &amp; Research Hospital - Los Angeles, CA</b> Registered Nurse, Oncology	1990
<b>Huntington Memorial Hospital - Pasadena, CA</b> Registered Nurse, Oncology	1988
<b>Richard Natale, M.D., FACOG - Burbank, CA</b> Medical Assistant/Office Manager-OB/GYN	1982 - 1992

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### Industry STRENGTHS & EXPERTISE

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- Building Medical Affairs Programs
- Strategic Planning
- Product Launch Support
- Creating Clinical Education
- Cross-functional Support
- Advisory Board Development
- Building MSL Teams
- Hiring & Training MSLs
- KOL Engagement
- Medical Communications
- Conference / Congress Planning
- Bilingual - Spanish & English
- Clinical Expertise
- Women's Health
- Patient Advocacy
- Aesthetics / Dermatology
- Medical Devices
- Injectable Products

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### INDUSTRY EXPERIENCE

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Accomplished senior medical affairs professional with more than 14 years of progressive medical affairs and clinical experience. Excels at leveraging deep clinical expertise to serve as a value-added resource for cross-functional teams. Background includes building medical affairs department and MSL team from inception, development of training curriculum, cross-functional relationships, and launching complex products. Results-driven leader with high emotional intelligence and demonstrated ability to hire, train, and direct high impact MSL and Clinical Educator teams.

#### **Channel Medsystems**

Senior Director, Medical Affairs, Professional Education and Compliance 2021-2024

Spearheaded and led development of Medical Affairs department from the ground up to support post-launch medical activities and commercialization of a novel endometrial ablation device. Lead professional education through the development of medical content, implementation of health care provider (HCP) education and training programs, hiring a field clinical team and all associated activities. Managed compliance program through development of policies and procedures, compliance hotline, corporate code of conduct, and associated trainings for internal and external teams.

#### **Evoform Biosciences**

Director, Medical Affairs 2020-2021

Managed and led field Medical Affairs activities including the Medical Science Liaison (MSL) team in the scientific exchange of information to maximize education and awareness surrounding Evofem Biosciences clinical development program and commercial.

**Sinclair Pharma (Suneva Medical)**

Senior Director, Medical Affairs

2019 - 2020

Increase awareness of and education regarding products and technologies in the medical aesthetics marketplace by developing and implementing effective curriculum materials, supporting continuing medical education programs through corporate grant structure. Administer the customer-facing Medical Information functions, and managing and facilitating physician training events and programs. Transition activities following distribution rights acquisition.

Knowledgeable across Sinclair portfolio of participating healthcare practitioners, regulatory and compliance environment, and related vendors. Provide support for and assessment of ongoing clinical education and scientific dissemination activities and oversee implementation of safe and effective clinical practices and unbiased, accurate data support of Sinclair Pharma products. Provide technical, scientific, and procedural training for internal customers including Sales, Marketing, Managed Markets and multiple Medical Affairs field teams.

**Allergan**

2018 - 2019

Medical Science Liaison, Senior

Build and maintain relationships with HCPs and KOLs in the field of neuroscience to deliver pre-launch education on two new migraine headache products.

**Suneva Medical**

2014 - 2018

Senior Director, Medical Affairs

Spearheaded and led development of Medical Affairs department from the ground up to support pre-launch and post-launch medical activities for innovative dermatology products. Development included KOL engagement program, development of medical content, implementation of health care provider (HCP) education and training programs, and all associated activities.

**Bayer (previously Conceptus, Inc.)**

2007 - 2014

Medical Affairs Manager / Senior Medical Science Liaison

Developed collaborative relationships with HCPs and KOLs in women's health to deliver clinical education on medical devices and oral contraceptives. Managed MSL team and KOL engagement. Responsible for leading a successful transition following acquisition by Bayer Healthcare.

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## EDUCATION & PROFESSIONAL DEVELOPMENT

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**Menopause Society Certified Practitioner**

North American Menopause Society (NAMS)

**Master of Science in Nursing**

California State University, Long Beach, CA

**Women's Healthcare Nurse Practitioner Program**

Harbor UCLA, Women's Health Care, Los Angeles, CA

**Bachelor of Science in Nursing**

California State University, Los Angeles, CA

**Registered Nurse**

LAC-USC College of Nursing

**First Surgical Assist Certificate and Preceptorship**

UCLA First Surgical Assist Program

**Palette Facial Aesthetic Program Level I Workshop - 2017**

Progressive Aesthetic Learning Essential to Technical Expertise

**UC Berkeley Executive Education: Women's Executive Leadership Program - 2011**

Haas School of Business, Berkeley, CA

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**LANGUAGES**

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Spanish - Ability to speak, read and right

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**COMMUNITY DEVELOPMENT**

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<b>Granada Theatre - Board of Directors</b>	2024 - Present
<b>Ambassador - Unity Shoppe, Santa Barbara</b>	2023 - Present
<b>Old Spanish Days (Fiesta Santa Barbara) Board of Directors</b> Fundraising and Mercados committees	2019 to present
<b>Transition House - Volunteer</b>	1998 - 2002
<b>Family Service Agency (Big Brother/Big Sister program)</b> Volunteer Big Sister	1998 to 2000