

## Deb Monfette, Portfolio Sample

**Client:** The American Academy of Anti-Aging Medicine (A4M)

**Project:** Develop, research and design multimedia courses for a new online post-graduate school. Create educational content using audio interviews, video, narration, images, diagrams, text, and online quizzes. Repurpose content used at conferences. Design course programs, and develop partnerships for media and accreditations. Assist with marketing to design materials for advertising and sponsorships.

**Objectives:** Attendance at conferences was down. The need was to keep members up to date with accreditations on the latest advancements in preventative medicine. But, they had to meet the needs of busy professionals. The website would be the information center for online learning.

### Key Components:

1. Design a flexible, captivating learning experience.
2. Develop a series of 16 course modules for Infection Protection based on: books written by Dr. Ronald Klatz and Dr. Ronald Goldman; material repurposed from conferences; and other researched sources to increase interest and earning investment.
3. Be creative with a limited budget and staff.

## Home Page

### Copy Closeup :

#### Infectious Disease Course Series:

**Infection Essentials: The Role of Microbes: Bacteria, Viruses, Fungi and Parasites:** Includes an audio interview on The Role of Viruses, the Immune System, and Lifestyle in Infectious Disease: by Dr. John B. Symes and Dr. Ronald Klatz.

#### Description:

Discover the role that 4 major microbes, lifestyle, and the immune system all have in contracting and spreading infectious diseases.

As a physician, you need to be aware of how each of these can impact you and your patients. This course offers a closer look at these diseases and how they spread from a holistic view so you can be more informed, updated, and alert while servicing the public.

### Copy Closeup :

#### Fit into Your Busy Lifestyles

Our goal is to bring educational programs to you. Programs that will "fit into your busy lifestyles", without the need for travel, and taking you away from your business.

The Infection Protection online courses are multimedia based to enhance your learning. They include combinations of enriching video footage provided by national publications and captivating audios of interviews with doctors who are experts in their perspective fields. Other elements include text, diagrams, still images, narration and interactivity. We want to you to have an enriching experience.

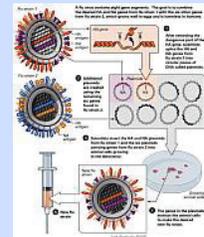
Infectious disease directly impacts health span and lifespan. It is a timely and pertinent concern to health professionals who work closely with patients and clients from all walks of life, and with a variety of illnesses.

After taking these courses you will be more prepared and knowledgeable about avoiding or contracting infectious viruses while closely working with the public. As well, striving for optimal health will assist you in optimizing your performance in your businesses.



Dr. John B. Symes: The Role of Viruses, the Immune System, and Lifestyle in Infectious Disease.

Courtesy of the A4M



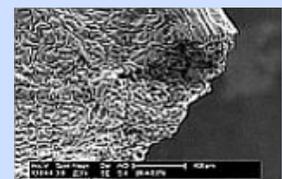
Viral Offspring Combinations  
Courtesy of NIAID



The Tutakoke Bird Camp is located in the Central Yukon Delta National Wildlife Refuge in Alaska.

Courtesy of the USGS

Photo by Don Becker, USGS/EROS



The scanning electron micrograph (SEM) reveals the highly textured surface of a parsley leaf on which bacteria can hide.

Courtesy of CDC/Janice Carr

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