



Wendy Sue Swanson, M.D., M.B.E.

Founder & CEO
Skin Metal, Wild Health Media

*A visionary at the intersection of
medicine and innovation*

Biography

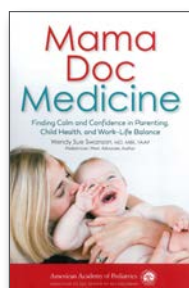
Dr. Wendy Sue Swanson is a physician, digital health pioneer, professor, and entrepreneur who has dedicated her career to transforming how we communicate about and deliver healthcare. As founder and CEO of Skin Metal, she continues her mission of bridging the gap between medical science, public understanding, and prevention.

A visionary at the intersection of medicine and innovation, Dr. Swanson's journey spans from pediatric practice to pioneering digital health solutions. As the first physician blogger for a major U.S. hospital, she helped establish the foundation for modern medical communication in the digital age. During her tenure as Chief of Digital Innovation at Seattle Children's Hospital, she led groundbreaking initiatives in healthcare technology and patient engagement. She was a pioneer in using social media in medicine with a focus on increasing trust in the science and safety of immunizations. For more than a decade, she generated worldwide interest in pediatric public health topics, her team's digital health innovation projects, and prevention solutions by leveraging her blog, social channels, and media opportunities.

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Topics & Books

*Healthcare
Innovation & Design
Technology*



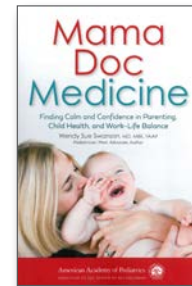
Dr. Swanson's expertise in building trust through digital platforms took on new dimensions as Chief Medical Officer at Before Brands (acquired by Nestlé Health Science), where she designed and implemented a revolutionary virtual clinical trial enrolling 1,500 infants nationwide. This innovative approach to research integrated electronic medical records with online parent communities, setting new standards for clinical study recruitment and engagement.

An honors graduate of Kenyon College, Dr. Swanson earned her MD and Master's in Bioethics (MBE) from the University of Pennsylvania Perelman School of Medicine. Her commitment to education and impact began early, teaching bilingual science and math in Oakland through Teach For America before pursuing medicine.

As an author, media contributor, and sought-after speaker, Dr. Swanson has consistently championed evidence-based medicine while making complex health information accessible to all. Her book, *Mama Doc Medicine*, received the Mom's Choice Gold Award, and her work as a medical contributor for numerous media outlets has helped shape public health discourse.

Today, as a leader in healthcare innovation, Dr. Swanson continues to push boundaries in how we approach solving problems and how we prevent disease. Her expertise in health communication, care delivery, public health, and innovation at large has brought her to focus on building companies and mentoring students of all ages to bring novel solutions to the threats to our public health. Her work combines scientific rigor with digital innovation, always focused on building trust and fostering deeper connections between what's changing in digital platforms, health expertise, and the communities we all hope to serve.

In addition to the above, Dr. Swanson serves as an official spokesperson for The American Academy of Pediatrics and an Adjunct Professor in the Department of Pediatrics at Stanford University.



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