

Claire Utting BA (Hons)

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Profile

As an experienced professional with over 15 years' working in the health research sector, I have developed a multitude of skills, from working with a range of organisations. I am competent in managing my time and highly organised, as well as having developed excellent verbal and written communication skills. I am currently involved in working for a variety of clients, delivering high-quality outcomes.

I am a PIF TICK assessor for the Patient Information Forum and understand the importance of recognising and ensuring service user needs are met, as a component of great customer service (as a service provider and recipient). The role of Freelance Customer Service Excellence Assessor therefore seemed like a good fit and a fantastic opportunity.

I hold a full, clean driving license and have access to a car.

Education and Qualifications

2003 to 2007: BA Environmental Management (Industrial)

The University of Leeds, Class 2.1

2001 to 2003: Queen Elizabeth School, Kirkby Lonsdale

3 A-levels in Business studies (B); Geography (B); Biology (C)

1997 to 2000: Settlebeck High School, Sedbergh

11 GCSE's: A to C

Employment History

June 2023 to Present: Director, A Picture of Health Ltd

Co-founder of a health research consultancy with a mission to assist in enabling people access to clear health information so they can make informed decisions, thus confidently advocate for themselves.

Services include:

- Review of health information to optimise readability, usability and accessibility
- User engagement
- Readability user testing
- Support in obtaining and maintaining PIF TICK accreditation

Examples of recent contracted work is outlined below.

October 2023 to Present: Assessor, Patient Information Forum (PIF)

I support a range of organisations, such as charities and consultancies, on their journey to PIF TICK certification and recertification. The roles involves:

- Managing multiple client accounts and maintaining CRM systems
- Providing constructive support via email and in online sessions
- Reviewing an organisations internal processes and policies against the 10 PIF TICK criteria, in an impartial, objective manner
- Scheduling and conducting assessments in line with PIF and client needs
- Discussing assessment outcome, required actions and recommendations
- Writing high-quality assessment reports with clear, detailed actions and recommendations for improvement
- Sharing and discussing client feedback, queries and learnings with the PIF TICK assessor team to allow for continued improvement

October 2022 to Present: Part-time Information Assistant, Bone Cancer Research Trust (BCRT)

I initially assisted the support and information team in the development of processes and documentation to enable PIF TICK certification. I currently support them by:

- Maintaining and continually improving processes and practices
- Reviewing existing health information resources, in line with processes and guidelines
- Liaising with patients, healthcare professionals and internal teams

April 2022 to Present: Readability User Test Fieldwork, European consultancy

I conduct fieldwork for Package Leaflet and Instructions for Use readability user tests. Each project involves review of a research questionnaire, recruitment of participants in line with agreed demographics, scheduling and conducting one to one research sessions, transcribing and scoring responses in line with client methodology, providing data files and recommendations for improvements.

July 2021 to March 2023: Self-employed, Lovingly Green

I set up an e-commerce business, Lovingly Green. The company sold UK made, plastic free, sustainable skin care and body care products. I learnt a lot from the venture, including the importance of delivering excellent customer service.

Running the business involved:

- Website creation and maintenance
- Email and social media marketing; content planning, development, creation and publishing
- Managing online orders and in-person events
- Sourcing, creating and maintaining relationships with suppliers
- Management of finances and accounting

**2017 to June 2021: Senior Manager, Business Development, Luto Research Ltd
(Maternity leave July 2018 to March 2019)**

I was responsible for assisting in delivering Luto's forecast project pipeline and sales targets.

Key responsibilities included:

- Liaising with clients to develop methodologies for research projects
- Maintaining client relationships
- Costing projects and writing the associated quotes
- Attendance at international conferences, such as DIA Europe
- Handover of projects to Project Managers with continued support where required
- Compliance with company standards, ISO 9001, health authority regulatory guidelines

March 2016 to Jan 2017: Maternity leave**2013 to March 2016: Head of Operations and Projects, Luto Research Ltd**

I was responsible for managing operations and project delivery.

Key responsibilities included:

- Monitoring and planning of internal resource against company priorities
- Main liaison with serviced office contact
- Line management of colleagues and recruitment of staff (shortlisting, interviewing and induction)
- Development and improvement of internal methodologies

2007 to 2013: Project Assistant then Project Manager, Luto Research Ltd

As a Project Manager, I was responsible for the management of multiple user test projects from initiation to completion. Working alongside clients from regulatory divisions of pharmaceutical companies, charities and academic institutions. The role involved:

- Direct client/ customer liaison, traveling to oversee projects and attend client meetings
- Review of health information from a readability best practice perspective
- Report writing, proof reading, conducting quality checks
- Managing project budgets

Main responsibilities as a Project Assistant included:

- Recruiting participants for, and conducting one to one user testing interviews in-house and at external venues
- Transcription and data compilation

References available upon request