

## **Mark Duman**

Mark is a rare blend of clinician, management consultant and patient advocate . He works with organisations to help them realise the full benefit of their services and products, especially through the often untapped potential of patients .

Within the King's Fund he founded the Ask About Medicines campaign and published 'Producing Patient Information' . In the BBC he delivered a range of initiatives to motivate people to improve their health and lifestyle .

Following subsequent roles in the publishing and telecoms sectors, Mark has worked with clients including AstraZeneca, Central Office of Information, Department of Health, Microsoft, NHS Direct, Novartis, Picker Europe, Scholl and Tunstall Group .

He contributes to various public and commercial Advisory and Editorial Boards, is a member of the Self Care Forum, a judge for the BMJ Group Improving Health Awards, and Chair of the Patient Information Forum . He is a long-term condition patient, a mental health carer, and lives happily in Manchester, England (despite being Scottish) .