

Deryn Duesbery, MSW

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PROFESSIONAL SUMMARY

Clinician turned program leader with 8+ years in digital mental health—a rare combination of clinical depth and operational leadership in health tech. Now running programs at TELUS Health, where I lead clinical strategy, quality, and delivery across the mental health and emotional wellbeing digital portfolio in partnership with clinical content strategy, product owners, and engineers and developers. I build the program infrastructure that turns clinical strategy into scalable, measurable delivery—owning the work between clinical direction and what actually ships across the portfolio. Deeply motivated by the user story: understanding who people are, what they need, and how to meet them where they are. I want to bring clinical domain expertise and a bias toward action into a role where I can help make mental health care actually work.

CORE COMPETENCIES

Clinical content strategy & delivery	Clinical subject matter expertise	Cross-functional stakeholder alignment
Content governance & architecture	Project management	Measurement-based care
Process & SOP design	Digital health & B2B SaaS	DEIB & cultural adaptation

PROFESSIONAL EXPERIENCE

Program Manager, Mental Health Content & Outcomes

Apr 2026 – Present

TELUS Health

Translating product strategy and clinical direction into coordinated, cross-functional programs across care models, digital content, and care pathways—operating cross-functionally across TELUS Health's EAP product portfolio.

- Leading a **four-program strategic portfolio** for EAP mental health and emotional wellness content products at TELUS Health—content library rationalization & taxonomy, governance & architecture, clinical excellence & care standards, and measurement & outcomes—translating roadmap priorities into structured programs with defined scope and success metrics.
- Building the **content library catalogue & rationalization** program around a two-layer ecosystem map and multi-dimensional taxonomy that makes content modular, configurable, discoverable, and reusable across products.
- Establishing **content governance and architecture** (editorial standards, clinical quality gates, production workflows, and cultural adaptation standards) to sustain clinical quality at scale and prevent library fragmentation.
- Acting as a **central coordination hub** across Clinical & Content Strategy, Product, Engagement, Design, and Data & Outcomes—managing cross-workstream dependencies and running program governance, cadence, and reporting.
- Operationalizing strategic shifts toward **measurement-based care**, structured care pathways, and digital-human integration, contributing to the Continuum Platform backbone of unified care journeys and triage/navigation models.
- Defining and tracking **program-level KPIs**—activation and engagement, clinical outcomes and progression, and fragmentation reduction—linking content work to measurable clinical results and a buyer-facing ROI narrative.

Lead Clinical Content Writer

Feb 2024 – Apr 2026

TELUS Health

Led a team of clinical writers across 8 digital health products (EAP, iCBT, AI therapy coach, wellness platform, workplace learning)—providing clinical oversight, coordinating delivery, and driving process improvements with product, engineering, content, and clinical strategy teams.

- Led a team of **5 clinical writers across 3 countries**, coordinating delivery of **1,000+ clinically reviewed and newly created content pieces** across 8 products in 2025—including 456 new articles for a major platform partnership (League).
- Developed segmented content strategies for distinct clinical audiences—iCBT therapists, coaches, clinical supervisors, and end users—across therapeutic modalities (CBT, ACT, MI, Mindfulness).
- Authored a **21-page Clinical Writing Manual** with linked SOPs and editorial style guides as a single source of truth—standardizing tone, process, and quality across all provider- and member-facing content.
- Designed and implemented a **team-wide KPI reporting system** tracking content performance, engagement metrics, and clinical outcomes to inform content strategy and roadmap planning.

- Conducted market review research and full clinical audits across **14 major topic areas**, presenting findings and recommendations to product owners and senior leadership.
- Collaborated with the AI development team on **clinical accuracy validation and crisis-response evaluation** for an AI therapy coach product.
- Stepped into **interim leadership during manager's 5-month absence**—maintaining team stability, cross-functional visibility, and on-time delivery; drove expansion of the team's scope from 1 product to 8, eliminating reliance on external outsourcing and saving significant budget.

Senior Clinical Content Writer

Aug 2022 – Feb 2024

TELUS Health

- Produced end-to-end clinical content (articles, video scripts, audio) for a therapist-supported virtual psychotherapy program, ensuring alignment with evidence-based practice and user experience standards.
- Spearheaded creation of the **clinical writer onboarding program and mentorship system**, reducing ramp-up time for new hires and improving team consistency and output quality.
- Served as quality gate between clinical content and engineering, and authored editorial style guides and process documentation that became foundational to the team's content creation workflow across all products.

iCBT Therapist

Apr 2020 – Aug 2023

SilverCloud Health

- Provided virtual clinical support to users of an iCBT platform for depression, anxiety, and stress—gaining firsthand experience as a clinician-user of a digital health product and deep understanding of provider workflows and friction points.
- Crafted personalized therapeutic messages, psychoeducation content, and motivational communications tailored to each client's clinical profile, preferences, and stage of change.

iCBT Therapist

Oct 2020 – Aug 2022

LifeWorks (acquired by TELUS Health)

- Managed a caseload of **70–100+ clients** through a 10–14 week online CBT program across depression, anxiety, grief, insomnia, OCD, and trauma streams, delivered via phone, video, and messaging.
- Maintained **60–90% average improvement** in client GAD-7 and PHQ-9 scores; consistently achieved 50–80% positive therapist ratings throughout tenure.
- Led peer support initiatives and provided 1:1 mentorship to new MSW graduates, increasing team cohesion and clinical confidence.

Community-Based Programs Specialist

Dec 2018 – Oct 2020

Big Brothers Big Sisters of Toronto

- Managed service coordination, risk assessment, and crisis intervention for **80–90 mentoring matches**; spearheaded a pilot program (Triple G) to reduce social isolation in seniors and foster intergenerational community bonds.

Clinical Social Work Intern (Telehealth)

Sep 2017 – Aug 2018

University of Southern California

- Completed **850+ clinical hours** conducting virtual psychotherapy; led macro projects including demographic data analysis, long-term outcome reporting, and development of operational tools for future cohorts.

— EDUCATION

Master of Social Work (Adult Mental Health & Wellness)

University of Southern California · 2018

BA Honours, Psychology (Minor: Gender Studies)

Queen's University · 2016

— CERTIFICATIONS & CLINICAL TRAINING

Clinical Modalities: CBT · ACT · Mindfulness-Based CBT · Motivational Interviewing · Problem-Solving Therapy · Emotion-Focused Therapy · Unified Protocol