

## Corbin B.P. Dodge, JD

[corbin-dodge.com](http://corbin-dodge.com) | [linkedin.com/in/corbindodge](https://www.linkedin.com/in/corbindodge) | [713-502-5711](tel:713-502-5711) | [design@corbin-dodge.com](mailto:design@corbin-dodge.com)

---

### SUMMARY

Healthcare leader, inter-institutional communicator, and web & digital strategist with nearly two decades in the Texas Medical Center advancing patient and family-centered innovation across inpatient, outpatient, and BMT settings. At Texas Children's, led initiatives with Clinical and Quality Directors to streamline scheduling, improve clinic flow, and strengthen communication—reducing call times and improving satisfaction across multiple service lines. Collaborated with MD Anderson's Patient Advocacy and nursing leadership on initiatives that enhanced rest and caregiver well-being through clustered-care and do-not-disturb practices. At Baylor College of Medicine, guided resident simulation programs designed to strengthen empathy, communication, and patient-interaction skills. Bring a deep understanding of how design, technology, and clinical operations intersect to shape trust, access, and comfort within hospital environments. Known for transforming insight into action, building cross-functional partnerships, and driving human-centered innovation that measurably improves the care experience.

### CORE STRENGTHS

**Patient Experience (PX) strategy:** Service design / blueprints, Journey mapping, Voice of Patient programs

**Digital experience: content strategy:** UX writing, IA, SEO/SEM, Analytics, A/B testing

**Cross-functional leadership:** clinicians, nursing, marketing, IT, philanthropy, patient advocacy

**Governance & Policy:** JD-trained risk spotting, privacy, social media policy, brand compliance

**Platforms:** Adobe Creative Suite, Drupal, SharePoint, Google Analytics, Google Ads, Hive, etc.

### SELECTED IMPACT

Led web marketing for one of the nation's largest pediatric cancer & hematology centers, overseeing 9 public sites and 60+ SharePoint team sites

Assisted directly in developing the largest patient resource guide in the U.S.: [Beyond Diagnosis](#)

Redesigned telephone systems, which reduced call routing times from 9 minutes to 58 seconds

Assisted a \$20 million dollar redesign of [texaschildrens.org](http://texaschildrens.org)

Partnered across TMC organizations to align messaging & access to care, created journey maps for patients routing between TCH and MD Anderson—both for program-specific care and proton therapy

Built patient-facing content frameworks that emphasize clarity, emotional tone, and decision support; mentored clinical authors; introduced analytics-driven editorial standards to prioritize family needs.

Partnered with MD Anderson Patient Advocacy & nursing leadership to implement clustered care and do-not-disturb signage, reducing nighttime interruptions for patients and caregivers.

Launched and managed the first Facebook page at Texas Children's Hospital, growing from 0 to more than 15,000 followers within three years; engagement rates doubled YoY through storytelling, caregiver resources, and event coverage.

Oversaw cancer-focused websites ([texaschildrens.org/cancer](http://texaschildrens.org/cancer)), achieving consistent 30–40% year-over-year traffic growth; increased monthly visits from ~4,000 to over 100,000 within five years. Referral traffic to scheduling and portal tools rose by more than 25% year-over-year.

Co-authored the TCH institutional social media policy

Mentored interns & fellows annually

Advised multiple nonprofits to boost website revenue, resulting in multi-millions of dollars in fundraising

## **EXPERIENCE**

### **Lead, Web & Digital Marketing, Cancer & Hematology Center, Texas Children's Hospital / Website Developer, Division of Hematology-Oncology, Baylor College of Medicine**

*17+ years of service, 2007-2025*

- Collaborated with clinical and operational leaders to translate service lines into patient-friendly journeys from website referrals to the clinic
- Handled content strategy, site architecture, and publishing for all cancer & hematology programs
- Established social media presence, including the first Facebook page at Texas Children's
- Implemented analytics dashboards to monitor site growth, user engagement, and paid campaigns, highlighting sustained increases in visits, referrals, and social engagement
- Developed and maintained clinical/research websites; coordinated with departments of Marketing and Philanthropy at TCH
- Cross-institutional collaborator with hospitals across the TMC

## **EDUCATION**

Doctor of Jurisprudence (JD), South Texas College of Law  
Externship, Legal Department, Texas Children's Hospital  
B.A., The Honors College, University of Houston

## **SELECTED PROJECT THEMES**

**Patient & Family Experience:** Revitalized patient scheduling, directions, TMC parking, care-team visibility, and expectations setting; oversaw all clinical webpages for plain language and empathy

**Inpatient Care Innovation:** Partnered with MD Anderson leadership to implement clustered care practices and do-not-disturb signs across units, improving rest and patient-family satisfaction. Assisted in improvements to facilities design to ease patient navigation

**Digital Front Door:** Redesigned website navigations and task-oriented IA that shortened time-to-task for families; structured content (UIX design) for search and tags, major contributor to a \$20 million dollar redesign of [texaschildrens.org](https://www.texaschildrens.org)

**Analytics for Action:** Built dashboards to measure website growth, demonstrating consistent 30–40% YoY increases in traffic, rising from ~4k to 50k monthly visits in five years with an annual budget of \$20,000 annually

**Legal, Compliance & Policy:** Incorporated JD lens to privacy, consent, and social media governance; risk-aware copy reviews, escalation pathways, document retention policies

**Clinical Informatics:** Oversaw distribution of all clinical protocols to ensure every patient received the right protocol, everyday, 24/7. Implemented emergency management procedures at all Texas Children’s campuses across Texas

## COMMUNITY & ADVOCACY

- Member, Community Advisory Board, Dan L. Duncan Comprehensive Cancer Center, BCM  
*2020-Present*
- Director, Eastwood Civic Association, Board of Directors  
*2022-2024*
- Block Captain & Member, Communications Committee, Eastwood Civic Association  
*2018-Present*

## AWARDS, SPEAKING & BACKGROUND

- Guest Lecturer and Panelist, Center for Gender and Women’s Studies, Rice University
- Resident Simulator and Guest Lecturer, BCM
- Held workshops on plain-language health content and SEO for clinician education
- Knowledge of medical facilities design and construction, particularly patient navigation
- Patient-family advocate experienced via personal caregiving (late spouse) and lifelong exposure to complex medical care in Houston’s TMC
- Ethically vocal, socially collaborative, and strongly aligned to organizational goals with clear initiatives; a friend to all with a passion for improving patient care experiences

## REFERENCES

Available on request—from Department Chairs and Director-level leadership