

EMILY FOUCAULT

COMMUNICATIONS PARTNER | WRITER | SPEAKER | PATIENT ADVISOR

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PROFILE

Writer, communications partner, speaker, and lived-experience advisor with 15+ years of experience turning complex ideas into clear, compassionate stories, learning resources, and strategies. Brings marketing leadership and patient partnership together to help healthcare, academic, nonprofit, and purpose-led organizations communicate more inclusively and design alongside the people they serve.

Inclusive & plain-language writing	Content strategy & editing	Course & learning design	Patient engagement & co-design
Keynotes, panels & facilitation	Thought leadership & storytelling	Health equity & accessibility	Brand & communications strategy

HEALTHCARE COMMUNICATIONS & PATIENT PARTNERSHIP

Communications Partner, Writer, Speaker & Patient Advisor | Independent 2022-present

- Partner with healthcare organizations, academic teams, nonprofits, and values-led brands on inclusive communications, patient engagement, and lived-experience storytelling.
- Write and edit articles, patient-facing resources, reports, advocacy content, and thought leadership that bridge clinical language and real-world experience.
- Speak to healthcare, academic, and public audiences about complex chronic illness, mental health, medical dismissal, patient partnership, and inclusive communication.

Patient Advisor | CAMH & University of Toronto DFCM 2024-present

- Advise on patient-centred care, research, digital health, clinical notes, storytelling, and inclusive practice, bringing lived experience into program and communications decisions.
- Contribute to advisory panels and co-design initiatives spanning mental health recovery, research ethics, health-system transformation, and patient access to information.

Patient Advisor Mentor | AMS Healthcare 2026-present

- Mentor and support patient advisors as they navigate partnership roles and contribute lived-experience expertise to healthcare improvement work.

SELECTED WRITING, COURSE DESIGN & ADVISORY PROJECTS

Course Designer - DOORS Canada, CAMH Collaborative Learning College. Co-designed patient-informed course content for the Canadian adaptation of a digital mental health literacy program, helping translate complex digital-health concepts into accessible learning.

Co-lead Writer - CAMH Clear & Inclusive Writing Guide. Helped shape an organization-wide guide to respectful, person-centred, trauma-informed language through meaningful co-creation with 70+ contributors.

Award Judge - Healthcare Excellence Canada Right Care Challenge Awards. Reviewed initiatives focused on improving access to appropriate care and reducing avoidable pressure on emergency departments.

Patient Partner - OpenNotes and health-information access initiatives. Contributed lived-experience insight to work on transparent, understandable clinical notes and patient access to health information.

SELECTED SPEAKING & MEDIA

University of Toronto, Temerty Faculty of Medicine - featured speaker sharing lived experience with medical learners to advance patient-centred practice.

CAMH - speaker on patient partnership, stigma, inclusion, mental health, and the role of lived experience in system change.

Where's the Patient Voice in Health Professional Education? - panelist contributing to a national conversation on embedding patient perspectives in education.

UHN PiPER Conference - speaker on OpenNotes and patient access to clinical notes.

SIMposium - presenter on digital literacy and patient education work connected to DOORS Canada.

March.ai - speaker on the diagnostic odyssey and its implications for AI, diagnostic practice, and patient trust.

Media and publishing - work featured in Healthy Debate, CP24, The Kit, NOW, Patient Voice, and other public-facing platforms.

EARLIER LEADERSHIP & COMMUNICATIONS EXPERIENCE

Founder & Fractional CMO | ThinkHatch

2017-2021

- Built and led a strategic agency supporting startups with brand positioning, communications, business strategy, content, proposals, and go-to-market planning.
- Managed client relationships, team operations, and long-term partnerships from the ground up.

Mentor | Startup Canada

2021-2022

- Mentored 300+ entrepreneurs, providing practical guidance on marketing, positioning, storytelling, and growth.

New Business & Marketing | Hill and Knowlton Strategies

2016

- Supported new-business development, marketing, proposal strategy, and client acquisition in a global communications consultancy.

New Business & Marketing | MediaCom Canada

2013-2015

- Led marketing and new-business initiatives; supported campaign storytelling, content, events, and client-facing deliverables.

HONOURS & RECOGNITION

2026 | Best Status Only Faculty Poster Award - University of Toronto Department of Psychiatry, Donald Wasylenki Education Day - for the poster on developing CAMH's Clear & Inclusive Writing Guide.

2018 | Honorary Award for Female Entrepreneur of the Year - Startup Canada.

2018 | Finalist, Notable Woman Award - Notable Life.

2018-2020 | RBC Women of Influence Nominee - Three consecutive years.

EDUCATION

Niagara College | Business, Sales and Marketing