

George Martin National Scholarship Award
Ghostwritten Submission — Dermatology Scholarship Nurse
Practitioner

PORTFOLIO WORK SAMPLE

INSTITUTIONAL VOICE

Liz Sahadi Smith

Collection	Institutional Voice
Engagement Type	Ghostwritten Award Submission, National Competitive Scholarship
Client	Dermatology Scholarship for Nurse Practitioner, Clinic Owner. Street Medicine Specialist, Phoenix, Ariz.
Award	George Martin Scholarship, Society of Dermatology Nurse Practitioners (SDNP)
Submitted	March 11, 2026
Outcome	Selected recipient. \$1,000 scholarship awarded by the SDNP Board of Directors. Recognized at the SDNP National Conference Welcome Awards Session, Scottsdale, Ariz., May 8, 2026.

How to Read This Piece

Work Submission

This is an original work submission: a ghostwritten national scholarship essay produced for a board-certified nurse practitioner specializing in wound care with vulnerable populations. The essay was written in the subject's professional voice for a competitive selection process judged by a national clinical board. The client was selected as the recipient.

What This Shows

- Clinical voice ghostwriting for a specialist audience
- Narrative strategy for competitive award submissions
- The ability to translate clinical expertise into compelling personal narrative
- The strategic pivot from career-advancement framing to patient-care framing – **the structural choice that won**

The Strategic Pivot — Why This Submission Won

National scholarship submissions in clinical fields default to the same frame: professional accomplishment, continuing education goals and career advancement trajectory. That frame is legible. It is also **forgettable** to a board reading dozens of applications in the same register.

The strategic choice for this submission was to pivot away from career advancement entirely and anchor the essay in patient access — framing CWCN-AP certification not as a credential milestone for the applicant, but as the **only available pathway to specialist wound care** for a population with no other entry point.

The argument: a wound care nurse practitioner practicing who owns their own clinic and also practices street medicine is not pursuing certification for career mobility. They are pursuing it because the vulnerable and unsheltered patients they see in Phoenix — with wounds complicated by extreme heat, pavement burns, injection-related tissue necrosis and the complete absence of sterile conditions — will never see a wound care specialist in a traditional clinical setting. The CWCN-AP credential is not their professional achievement. It is their patients' access to specialty care.

The Old Frame

A personal request — career advancement, credential milestone, professional trajectory.

⚠ Legible. Forgettable. Indistinguishable from dozens of other submissions.

The Winning Frame

A patient advocacy argument — the SDNP Board's own mission made visible in the lives of the most underserved patients in the country.

✔ That reframe transforms a scholarship essay from a personal request to a patient advocacy argument.

The SDNP Board of Directors is evaluating candidates who embody the mission of the specialty. A candidate who makes the board's mission — advancing dermatology nursing — visible in the lives of the most underserved patients in the country is making a different case than one who makes the case for their own advancement.

What Competitive Ghostwriting Requires

Scholarship ghostwriting is a distinct register from donor appeals, media pitches or executive articles. The reader is a credentialed professional peer – in this case, board members of a national clinical specialty organization – and the voice must be **authentic, technically grounded and structurally precise**.

This submission required:

Clinical Fluency

The prose had to reflect the lived experience of street medicine wound care, including the TIMERS framework, the go/no-go debridement decision environment and the trauma-informed care adaptations that define practice in this setting.

Voice Authenticity

The submission had to read as the clinician's own narrative, not as a communications professional's interpretation of it. The submission also called for zero AI use.

Strategic Compression

The argument had to land in a short form that scholarship committees actually read in full.

Frame Discipline

The patient-access reframe had to be sustained across the full submission without reverting to career language.

Outcome

\$1,000

Scholarship Awarded

By the SDNP Board of Directors

1st

Selected Recipient

Chosen from a competitive national pool

✔ **Recognized:** SDNP National Conference Welcome Awards Session, Scottsdale, Ariz., May 8, 2026.

The selection validates the strategic frame: a submission built around **patient access rather than professional advancement** resonated with a board whose mission is the advancement of dermatology nursing as a specialty in service of patients.

About Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment across 113 consecutive days** of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate — 20 wins from 22 submissions.**

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