

TURNA RAY

Managing Editor & Experienced Reporter

PROFILE

I am a highly experienced reporter and editor covering the integration of genomics in routine healthcare for 20 years. For most of that time, I have worked at GenomeWeb, where I started out writing about genetic tests that predicted if a person would respond to drugs. Over the years, my beat evolved to encompass the entire healthcare ecosystem surrounding genomic medicine and the economic, regulatory, reimbursement, legal, and ethical challenges raised by this new field.

In 2019, I used my years-long reporting experience to design and launch a sister news publication under the GenomeWeb banner, called Precision Oncology News, which in 2023, I expanded to all diseases areas and rebranded as Precision Medicine Online. I'm responsible for guiding the publication's editorial mission, leading a team of reporters, and running daily operations.

Under my direction, our editorial mission is not just to cover new genomics advances in medicine, but also investigate why these new drugs and tests aren't reaching patients and how they might exacerbate existing healthcare disparities. I have developed surveys, recurring columns, and webinars through which we report on precision medicine's successes and investigate its shortcomings. I also organize an annual conference on precision oncology, speak at meetings on precision medicine topics and on journalism, and take on several big features or investigative stories every year in my areas of expertise.

WHAT DO I WANT TO DO NEXT?

I want to leverage my two decades of experience covering genomic medicine to produce in-depth journalism and explore new story-telling formats for a broader audience. I'd welcome the opportunity to utilize my editorial planning and management skills, and importantly, I want to continue to grow my longform writing and investigative journalism skills.

CONTACT

turna.ray@gmail.com
P: 646.299.6516
www.turnaray.com

WORK EXPERIENCE

GenomeWeb, New York - 2006 to present

June 2019-Present - Managing Editor

Precision Oncology News/Precision Medicine Online

I led the launch a news site dedicated to exploring how genomics is changing and challenging cancer care, and then, in 2023, expanded the scope of the publication to all disease areas. I worked with our CEO and editor-in-chief to develop the editorial scope and direction of the publication, conceived new projects and story-telling methods, and built an editorial team. I currently manage a dedicated staff of reporters who cover the research advances, access challenges, and policy issues impacting the field of precision medicine. I assign, shape, and edit their stories. I also contribute long-form features on trends and controversies in the space.

2014-2019 – Senior Editor – I conceived and wrote in-depth, investigative features on how genomics advances were impacting patients, physicians, and the healthcare system. In doing so, I pushed GenomeWeb's coverage into new areas that eventually led to the launch of a new sister publication, called Precision Oncology News. My articles, particularly those on regulation, reimbursement, and litigation, are widely cited in peer-reviewed journals and have spurred discussion at conferences.

October 2006-2014 – Editor – I produced a weekly newsletter on the treatments and genomic tests used to individualize healthcare for patients. The newsletter contained three multi-sourced features and smaller news items on the R&D, marketing, regulation, reimbursement, and legislation affecting the field of personalized/genomic medicine. In producing this newsletter every week, I learned to balance covering breaking news and writing features on a daily and weekly deadline, and I developed key sources in industry, academia, and government.

The Pink Sheet, Reed Elsevier, Washington DC - 2005-2006

Reporter -- Wrote daily breaking stories and weekly analytical features on market trends, regulation, and biotech R&D advances.

RELEVANT EXPERIENCE

JOURNALISM

I am broadly qualified as a healthcare and life sciences reporter. I specialize in covering precision medicine and genomic testing and in these beats: consumer access; lawsuits; regulation; reimbursement; legislation & policy; ethics; drug & diagnostic development; and business trends. I have also freelanced at Science Friday, Genome Magazine, Al Jazeera, and more.

Clips are available on request and at www.turnaray.com.

MANAGEMENT, EDITORIAL PLANNING, EVENTS

Founded & launched Precision Oncology News/Precision Medicine Online.

Manage a newsroom of reporters for five years.

Spearhead the production of award-winning journalism.

Plan conferences for GenomeWeb.

Moderate panels & speak at events (i.e. National Academies of Sciences;

Personalized Medicine Coalition; PhRMA; and others)

INTERNSHIPS

Fall 2003-2004: Foreign Policy Magazine
Washington, DC

Fall 2001: Sunday Times, London

EDUCATION

Boston University '03
BA in Communications
Print Journalism