

# Capability Statement

Melanie is a contemporary and collaborative consultant, taking a boutique approach to healthcare transformation in the public health and medical cannabis sectors, servicing international markets with significant experience and interest in Australia, and in the United States.

Melanie is an enthusiastic professional driven by a vision of high quality, equitable healthcare. She believes in people and their communities, and has dedicated her career to promoting person-centred, respectful, and culturally responsive care.

A Bachelor of Psychological Science, she is an experienced project manager, national healthcare operations leader, an independent expert to the Australian Medical Association (AMA), an advisor to the Board of Cannabis.org.au, and graduate of the Harvard Medical School Digital Transformation Program.

A global thinker and passionate storyteller, she seeks the knowledge of those who came before her and applies it through evidence-based frameworks to drive quality improvement, and the delivery of innovative and emerging models of care. The intersection between healthcare and the cannabis industries is a special passion and is the focus of much of her work.

Melanie Wentzel Consulting provides services which are designed to be fit for client need and can range from one-hour to one-year in duration, on a casual or ongoing basis.



+61 0412 536 998  
mel@melaniewentzel.com  
melaniewentzel.com

### Typical engagements include:

- three-hour advisory sessions
- half and full day workshops
- six-week business analysis and reporting projects
- project management on retainer
- communications content planning, writing and activations
- education suite development & delivery (multi-modal)
- limited series of co-design sessions to prepare products and brands for market
- workforce development series (education delivery in person and online), and
- professional development coaching series for high-performing teams.

Melanie has spent a decade curating a global community of high-performing peers and partners who provide support and add value to her projects. This means you have access to an incredible, additional pool of knowledge and experience which can be enlisted as required, as a part of the Melanie Wentzel Consulting client experience.



### Previous Work

Melanie has worked extensively with the Australian Department of Health, State Governments, Medical Colleges, Australian Medical Association (AMA), Primary Health Networks, Peak Bodies, health and technology organisations across the Australian, American, and British healthcare landscapes delivering impactful and transformative programs for patients, communities, clinicians and the global healthcare system.

## Core Competencies

Advisory Services

Market & Business Analysis

Strategic & Business Planning

Medical Education Programs,  
Events & Asset Development

Project, Program & Product Management

Marketing & Communications Planning  
& Implementation

Visual Brand Creation & Asset Development

Digital Channel Management  
(CRM, Website, Socials, Media)

Copywriting & Copyediting

Investor Pitch & Tender Writing

Data Collection, Analysis & Report Writing

Technology Systems Co-design,  
Development & Implementation Lead



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## High-Performing Healthcare

- Public Health & Health Systems
- High-Performing Primary Care
- Innovative & Emerging Models of Care
- Integrated Care
- Multidisciplinary Teams
- High-Performing Teams
- Professional Development Coaching (Health Practitioners)
- Quality Standards
- Person-Centred & Culturally Responsive Care
- Aboriginal & Torres Strait Islander Health
- Disadvantaged & Complex Care Groups
- Diversity & Inclusion
- Health Literacy
- Social Prescribing

## Data & Digital

- Digital Transformations
- Technology Audit, Analysis, & Selection
- Patient Feedback Tools
- Health Technology (Design, Audit, UX, Implementation)
- Meaningful Application of Health Data
- Remote Patient Monitoring (Hospital at Home)
- Continuous Quality Improvement (CQI)
- Patient Activation
- Patient Reported Experience Measures (PREMS)
- Patient Reported Outcome Measures (PROMS)

## Medical Cannabis

- Cannabis Brand Positioning (including Visual Brand Development)
- Cannabis Market Entry & International Reach
- Cannabis Industry Regulation & Compliance
- Industry and Competitor Analysis
- Cannabis Product Quality & Safety
- Formulary Co-Design
- Clinic Operations
- Patient Journey Design
- Cannabis Prescriber Education
- Cannabis Patient Education
- Cannabis Patient Engagement & Storytelling
- Building Cannabis Networks
- Women in the Cannabis Industry



# Key Knowledge Areas



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Melanie is a value creator. Underpinned by a proven approach and clear set of values, Melanie is in the rarified space of being able to move from defining strategy to project management to high-energy execution. Add her attention to detail and Melanie becomes a positive force in any project.

**Christopher Elliott**  
Director of Clinics, Cannim

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I have worked with Melanie for much of the last decade. I have found her to be high energy, willing to consult, very organised, passionate about high quality health care and the needs of disadvantaged groups and complex patients. She brings a patient perspective and desire to systematise care to everything she does. Mel is good at learning, presenting, and organising to deliver exceptional outcomes with every project she takes on.

**Tracey Johnson**  
Chief Executive Officer, Inala Primary Care

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Melanie is extremely organised and very hard-working. She carries out her work with a great attitude alongside a strong capability to execute on the needs of those she is working with. I would strongly recommend working with her if you are looking for well strategised success!

**Isaac Balbin**  
Founder & Chairman, Cannabis.org.au

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Working with Mel has been an absolute pleasure. Her ethical approach, innovative solutions, and passion for accessible healthcare make her a standout. Anyone would be fortunate to have her expertise and collaborative spirit guiding their projects.

**Rhea Hill**  
Co-Founder, Hound Haus Tattoo Co.

# Testimonials

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Mel immediately resonated with our vision and identified not only the potential, but exactly what was needed and how to achieve the launch of our brand and first product. She brought a wealth of knowledge, ideas, and networks, and has been invaluable to Patch Therapeutics. We consider Mel a part of the Patch family.

**Jarod Thompson**  
Co-Founder, Patch Therapeutics

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“

Mel is great to work with; professional, personable, and always available to bounce ideas off. She is knowledgeable and well connected and provides high quality deliverables which are informative and practical. I've recommended Mel to clients previously and would do so again without hesitation.

**Macdarragh O'Neill**  
Head of Production & Director, Breathe Life Sciences

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Not only does Melanie truly walk the walk and believe in the work, but she also takes the time to hear your story and takes you on the journey – everyone is invited to her table, and I love that about her.

**Jeremy Archer**  
Award Winning Diversity and Inclusion Leader



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# Publications

- **Pharmacists in the Medical Cannabis Ecosystem:**  
Understanding Medical Cannabis, Navigating the Australian Landscape, and Learnings from International Markets – Pharmacy Guild of Tasmania · Nov 2023
- **Medical Cannabis, Person-Centred Care, Patient Activation, and Health Policy:**  
AltMed Podcast Episode 106 – AltMed · Nov 2023
- **Continuous Quality Improvement in Healthcare:**  
Optimising Patient Safety, Experience and Outcomes – Australian Medical Association (AMA) · Jul 2022
- **Building Capacity in those who Deliver Palliative Care Services to Aboriginal and Torres Strait Islander Peoples:**  
Medical Journal of Australia (MJA) · Jun 2022
- **Co-Creating Education and Training Programs that Build Workforce Capacity to Support the Implementation of Integrated Health Care Initiatives:**  
Medical Journal of Australia (MJA) · Jun 2022
- **Palliative Care for Aboriginal & Torres Strait Islander People (Panel Discussion):**  
Palliative Care Queensland · May 2021

- Australian Institute of Company Directors (AICD)
- Australasian Society of Lifestyle Medicine (ASLM)
- Americans for Safe Access (ASA)
- United States Women's Cannabis Chamber of Commerce (WCCC)
- Australian Society of Authors (ASA)

## Professional Associations

- **Nominee:**  
People's Choice Women Changing the World, Health & Wellbeing · Feb 2024
- **Nominee:**  
Women Changing The World, Leader Of The Year · Feb 2024
- **Nominee:**  
Women Changing The World, Big Idea Award · Feb 2024
- **Finalist:**  
Innovation of The Year, She-Com · Sep 2023
- **Finalist:**  
Australian Women's Business Champion, Professional Medical Services · Sep 2023

## Awards & Recognition



## Contact

**Melanie Wentzel** (BPsySc, MAICD)  
+61 (0)412 536 998  
mel@melaniewentzel.com  
Brisbane, Australia (AEST)  
**melaniewentzel.com**



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*Melanie Wentzel Consulting acknowledges the Turrbul and Yuggera Nations on whose lands we live and work.*