

Hooi Ping is currently the Education Solutions and Publishing Manager for Elsevier Health in the Southeast Asia (SEA) region. She has over 16 years of experience in health education publishing and content strategy, working with subject matter experts to publish adapted versions and translations of Elsevier's well-known titles in medical education. Some of the recent titles she published include the SEA adaptation of Talley and O'Connor's Clinical Examination 9th ed, and Indonesian translation of Guyton and Hall's Textbook of Medical Physiology, 14th ed. In her current role, in addition to publishing localized content for the Southeast Asia region, Hooi Ping is responsible for introducing Elsevier's innovative digital education solutions such as ClinicalKey Student, Complete Anatomy and Osmosis to medical faculties. Hooi Ping has an extensive background in the healthcare industry, having previously practiced as a pharmacist at Singapore General Hospital and Charing Cross Hospital in London, and worked as a medical writer for a medical communications agency. She is a dedicated professional with a passion for health education. She was awarded the Best Local Language Publishing (LLP) proposal in APAC by Elsevier in 2015 for her collaborative approach and commitment to quality content.