

## SUMMARY OF QUALIFICATIONS

Healthcare consultant for State Medicaid, Federal DHHS IHS, CMS, VA, DoD, Managed Care/PBM, and Outcome Research Physician executive with health industry expertise, useful insights and specialty training, certified in Medical Management. Served as a key advisor for a Global Healthcare companies. Exceptional presentation skill. Professionally licensed M.D.

**New Business Development**  
**Product Positioning**  
**Consultative Sales**

**Strategic Planning**  
**Evidence-Based Medicine**  
**Healthcare Economics Research**

**Key Account Negotiations**  
**Relationship Building**  
**Client Satisfaction**

## EXPERIENCE AND ACCOMPLISHMENTS

Advised internal and external customers about transformational forces, economic trends and organizational structures that are emerging in response to marketplace changes. Built and sustained relationships with managed care executives and clinical directors. Led cross-functional teams in design and development of marketing collateral and sales approaches.

EDS (Electronic Data Systems Corporation) – *Rancho Cordova, California* **1993-2002**  
*Medical Director, Global Healthcare Division Senior Advisor & A.T. Kearney Consultant*

Business process management and client development. Provider relations - resolved provider reimbursement issues

- Worked with Sales and Marketing Teams and Public Service Units to develop service programs for clients, by determining communication strategies to advance collaboration and encourage stakeholder participation in support of EDS' business. Investigated and qualified key technologies. Led relationship creation for EDS, Access Health, McKesson, and Health Hero Network. Promoted EDS investment in Web MD. Recommended the acquisition of care management companies by Electronic Data Systems Corporation. Built partnerships with disease management companies and suggested disease management concepts to internal and external customers. Engaged to negotiate deal closures. Improved EDS Healthcare Industry visibility.
- Thoroughly researched target prospects' businesses and practices to recommend partnerships, alliances and provide competitive analysis for procurements, responses to proposals, partnerships and acquisitions.
- Strategically brokered collaborative relationships with trading partners for outsourcing services to private sector, State and Federal healthcare entities like Kaiser Permanente, the California Medical Association, the Department of Health Services and other significant healthcare providers. Advised AT Kearny sales and marketing teams how to install EDS' Global Healthcare offerings. Developed relationships for presentations to Chief level executives.
- Advised Case Managers and Disease Management program leaders at Care Wise, Advanced Research Systems Web MD, Access Health and Health Hero Network. Suggested adding weight monitoring to the in-home Health Buddy device for early detection of Congestive Heart Failure deterioration and alerting case management nurses
- Conducted think-tank and panel sessions with California's Department of Health Services Rates and Benefits Branch policy decision-makers to promote cost-containment initiatives. Attracted and retained clients.
- Served the California Medi-Cal administrative account, recommending system enhancement designs and utilization-management methodologies, saving the programs hundred of millions of dollars. Advised on formulary.
- Provided benchmarks and measurements of the effectiveness of the California DHS Medi-Cal Case Management operations. Determined the ability to reduce the costs of Congestive Heart Failure care by 90% with a Return-On-Investment of 13 to1. Targeted cases for intervention by case management team nurses. Analyzed payment databases for provider patterns-of-care. Work well with Case Managers to achieve the goals of risk reduction.
- Provided market intelligence to fortune 500 Healthcare sales teams. Established medical necessity protocols.

IHS (U.S. Department of Health Services Indian Health Services) *Nevada* **2004-2005**  
*Clinical Director*

Assured care continuity for patients by providers, monitored workflows, policy compliance, and care facility procedures. Managed contract health services as a governmental project officer controlling a \$3 Million quarterly healthcare budget. Reported on outcomes of disease management program implementations and the impact of care continuity interventions.

- Negotiated, and managed numerous contracts with hospitals and specialty care providers for health services.
- Promoted disease management programs to providers and healthcare consumers to help mitigate risks.
- Led to motivate and improve staff performance to achieve operational objectives and contractual compliance.

**STAFF MANAGEMENT CAPBILITIES**

10 years senior management supervisory experience. 60 professional direct reports. Specialized in medical management. Advised and directed proposal response teams about RFP requirements. Participated in technology transfer redesign. Fostered relationships with Chief-level executives of health plans, hospitals, payer entities and Governmental agencies.

**Staff Leadership**  
**Ethical Challenges**  
**Performance Measurement**

**Financial Decision Making**  
**Quality Assurance**  
**Health Law**

**Trend Analysis**  
**Change Management**  
**Benchmarking Innovations**

**CLINICAL EXPERIENCES**

Primary Care and Emergency Room doctor with over 20 years of experience in ambulatory & hospital diagnosis, coding & treatment involving a broad range of acute and chronic problems. Liaison with ancillary and specialty providers to support and improve outcomes. Assisted in medical training & developed consultative panels with peers in improve quality outcome.

IatroCom Enterprises, Founder, Director, CEO - California	2006-2010
U.S. DEPARTMENT OF HEALTH SERVICES <i>Clinical Director, INDIAN HEALTH SERVICES - Nevada</i>	2004-2005
ELECTRONIC DATA SYSTEMS CORORATION, <i>Vacaville, California</i> <i>Director, Medical Affairs and Consultant- Physician and Surgeon</i>	1993-2003
SACRAMENTO OCCUPATIONAL MEDICAL GROUP, <i>Sacramento</i> <i>Occupational Medicine Doctor</i>	2001-2003
FREMONT-RIDEOUT MEDICAL SYSTEM, <i>Marysville, California</i> <i>Family Physician - Hospitalist</i>	1992-1993
PACIFIC PHYSICIAN SERVICES, <i>Hemet, California</i> <i>Family Physician - Hospitalist</i>	1991-1992
SHARP-REES STEALY MEDICAL GROUP, <i>San Diego, California</i> <i>Urgent Care Doctor</i>	1988-1990
INLAND EAST MEDICAL CLINICS, <i>La Mesa and Santee, California</i> <i>Family Physician – First Surgical Assistant - Hospitalist</i>	1985-1987
SOUTHWEST MEDICAL ASSOCIATES, <i>Las Vegas, Nevada</i> <i>Family Physician - Hospitalist</i>	1982-1985
U.S. AIR FORCE MEDICAL CORP, <i>Eielson AB, Alaska and Nellis AB, Nevada</i> <i>Family Practice and Emergency Physician</i>	1980-1983

**EDUCATION, CERTIFICATIONS AND SKILLS**

CARNEGIE MELLON UNIVERSITY H.JOHN HEINZ III SCHOOL OF MANAGEMENT & PUBLIC POLICY, <i>Pittsburgh, PA</i> THE AMERICAN COLLEGE OF PHYSICIAN EXECUTIVES, <i>Tampa, FL</i> <i>Certificate of Medical Management</i>	2000
DAVID GRANT U.S.A.F. MEDICAL CENTER, <i>Travis AFB, California - Resident, PG1</i>	1980
U. Of HEALTH SCIENCES, THE CHICAGO MEDICAL SCHOOL, <i>N. Chicago, IL</i> <i>Doctor of Medicine</i>	1975-1979
UNIVERSITY OF NEVADA, <i>Reno and Las Vegas, Nevada</i> <i>Bachelor of Science</i>	1972-1975

Proficient with MS Word, MS Excel, MS Power Point, MS Outlook, Experienced with MS Access, SAS & Crystal Reports

**PROFESSIONAL ASSOCIATIONS**

Engaged in community relations activities, conducting meetings and conferences to explain requirements and procedures:

California Medical Association  
American College of Physician Executives