

# Joel L. Nitzkin, MD, MPH, DPA, FACPM

4939 Chestnut Street, New Orleans, LA 70115-2941  
phone: (504) 899-7893 or (800) 598-2561; fax: (504) 899-7557  
jln@jln-md.com http://jln-md.com

*CEO, Principal Consultant, and sole member of JLN, MD Associates, L.L. C.*

## Consultant, and Expert Witness

**I am a management consultant and expert witness specializing in the planning, evaluation, and repair of preventive and quality assurance programming.**

**All too often, insurance plans, medical centers, and public health agencies implement ineffective preventive and quality assurance programming. I can help get such programs on track rapidly, and at minimal cost.**

**The secret to my success is a unique combination of three sets of skills:**

- **A preventive medicine physician's ability to address human biology, illness and the efficacy of preventive and therapeutic interventions.**
- **An epidemiologist's ability to address health issues on a group or population level.**
- **In-depth training and experience in public administration and organizational dynamics.**

Services: community health analysis, expert witness, regulatory compliance; planning, implementation and evaluation; medical direction; staff education; health risk assessment; and research..

Domains: disease and demand management, quality assurance, integration of healthcare programming, public health administration, epidemiologic investigation, preventive medicine, bioterrorism, correctional (jail and prison) health, food-borne illness, other infectious diseases, chronic diseases, mental health, emergency/disaster preparedness and response, long term care, and telemedicine.

## Biographical Sketch

I was attracted to public health, while still in medical school, when I experienced the power of a simple community intervention to eliminate a major health problem. After hospital internship, I spent two years as a communicable disease control officer for the Centers for Disease Control, then secured a Master's Degree in Public Health. In the early 1970's, I broadened my focus to the full range of preventive services provided by a local health department, secured a Masters Degree and Doctorate in Public Administration, and Board Certification in Preventive Medicine as my medical specialty. For the next 13 years, I served as Director of an urban health department (Rochester, NY). While local health director, I was an active member of boards of directors in health insurance, hospital, long term care and mental health entities. In 1989, I came to Louisiana as State Health Officer and Director of the Louisiana Office of Public Health. This was my second politically appointed job, and the second time I had been hired to "fix" a "broken" public health agency. Over the next 27 months, until the inauguration of the next state administration, I energetically and successfully did the job I was hired to do. At that point, having fallen in love with New Orleans, I decided to stay, and started my career as a consultant. Over the next five years I took on a number of short-term full time assignments dealing with correctional health, leprosy, healthcare quality, telemedicine, home care and community outreach. In 1997, I incorporated as JLN, MD Associates, LLC –and have served in that capacity ever since.

On a personal basis, I am married, have two grown children, and enjoy jazz, scuba diving, travel, and genealogy.

## Experience

**JLN, MD Associates, L.L.C.**

**New Orleans, LA**

**1992-1994, and 1997 to Present**

### Expert Witness:

I have served as a substantive or expert witness for most of my career, with many depositions and a handful of court appearances. Much, but not all of this, was in the context of my public health work, or voluntary activities in the field of tobacco control. From January 1 of 2000 through March of 2005, I served as expert witness in 32 cases or related sets of cases. Sixteen of these related to healthcare quality, ten to food poisoning, five to correctional health, and one to an alleged community acquired infection. I served the plaintiff in 20 of these cases, defense in the other 12. As best I can determine, in 18 of these cases, my expert opinion determined the outcome of the case. During this period, in addition to record review and relate research, I provided five depositions (3 for defense, 2 for plaintiff) and one court appearance.

As an expert witness, whether for the plaintiff or defense, I see my primary role as elimination of ambiguity as to culpability. I see as a “victory” that the vast majority of cases in which my opinion determined the outcome were either dropped or settled without having to go to deposition or court appearance.

#### Health Policy Consultant

- Principal Investigator on federally funded (CDC) project to develop and present a full-day seminar/workshop for clinicians and healthcare administrators on how best to expand and create new preventive services in healthcare settings and how best to partner with health departments and community groups to encourage and enable community-based preventive services. This is a three-year project initiated September, 2005.
- Principal Investigator on locally funded project to develop Needs Assessment and Strategic Plan for the New Orleans Health Department. 2003
- Principal Investigator on federally funded (SAMHSA) project to review the literature on preventive mental health services that should be implemented in healthcare settings. The final report includes over 500 bibliographic references and the evidence base, description of interventions and guidelines for planning and evaluation of 15 clinical preventive behavioral health services, covering all age groups. 2002 to 2004. This report was published as a 180 page “clinical update” monograph. It is accessible on the Internet and is now in its second printing.
- Consultant to Ochsner Health Plan, New Orleans – disease management and quality assurance in preparation for NCQA site visit. All materials generated by JLN secured “full” acceptance by the NCQA review team. 2001.
- Principal Investigator on four federally funded projects, on behalf of Engineering Management & Economics, Inc.: Interactive Guide to Community Preventive Services, Centers for Disease Control, September 2000; Geographic Information System Enhancement of Community Planning for Cardiovascular Diseases, Centers for Disease Control, June 1999; Listen to Your Heart Project (computer and web-based educational materials and administrative decision-support simulator to get patients experiencing symptoms suggestive of a heart attack into definitive medical care more rapidly) National Library of Medicine/NIH, November 1998; Automated Simulation Analysis Platform for Health Care Project (computer simulation program to project costs and benefits of implementation of preventive programming for adult onset diabetics) Centers for Disease Control, September 1997.
- Policy consultant to Merck & Co. relative to development of innovative risk assessment based wellness programming for selected municipal and corporate clients, 2000
- Policy advisor for development of integrated set of management information systems for the El Paso County Department of Health, Colorado Springs, CO, 2000
- Medical Director, LifeStyle Directions, Inc., Monaca, PA, 1996 to 2000 – provision of medical, epidemiological and policy guidance to LDI relative to their family of health risk assessment questionnaires, report forms and program components.
- Telemedicine – initiation of program, medical and project direction, development and implementation of research protocols
- Medicare quality assurance - helped develop Health Care Quality Improvement Initiative for Louisiana Health Care Review (Louisiana’s Peer Review Organization)
- Hansen’s Disease Center, Carville, LA - program evaluation, strategic planning and successful advocacy for addition of \$1.4 million for 1993 budget and \$3 million for 1994 budget
- Correctional Health Liaison- development of new medical and mental health policies and procedures within the Louisiana State prison system, and improved communications with the Charity Hospital system

#### **Louisiana State University School of Medicine**

##### **New Orleans, LA**

**1994-1997**

#### Associate Professor

- Principal Investigator, Louisiana TELEMEDicine Research Project. This involved initial development of LSU telemedicine program, development of a management information system for such programming and working with stakeholders to secure utilization and success of programming. 1993-1996
- Medical Director, University Home Care 1994-1997
- Consultant to Medical Center of Louisiana at New Orleans (Charity and University hospitals) on disease and demand management, continuity of care, and compliance with JCAHCO and HCFA guidelines 1995-1997
- Medical Director and Management Consultant to, Daughters of Charity Neighborhood Health Partnership (DCNHP) 1995-1996

## **Louisiana Office of Public Health**

**New Orleans, LA**

**1989-1992**

### State Health Director:

- Medical Director, Health Officer (official responsible for enforcement of State Sanitary Code), and Chief Executive Officer of state agency with headquarters, nine regional offices, 62 local health departments and three laboratories.
- OPH grew from 1,800 to 2,100 staff positions, and from \$136 million to \$172 million annual budget during my 27 month tenure in this position. Of the \$36 million in new annual revenues, \$25 million was in recurring federal funding, most of which has continued to this day.
- Six million dollars (also annual and recurring) was from a single act of the state legislature to dramatically upgrade the safe drinking water program.

## **Monroe County Health Department**

**Rochester, NY**

**1976-1989**

### County Health Director:

- Medical Director, Health Officer and Chief Executive Officer of local government agency with 450 staff and a \$12 million budget.
- Developed and implemented new data systems.
- Quadrupled home health agency revenues in first three years.
- Played major role in Emergency and Disaster Planning relative to Ginna Nuclear Plant, bomb threats and possible bioterrorist attacks.
- Played major leadership roles on the Boards of Directors of health insurance, hospital, long term care and mental health entities
- Served as President of one local, one state, and one national organization.
- Worked closely with the Monroe County Jail and the Jail Health Project of the American Medical Association in the initial development of the health standards that later became the National Commission on Correctional Health Care (NCCHC) standards for accreditation of prison and jail health programs.

## **Dade County Health Department**

**Miami, FL**

**1970-1976**

### Chief, Office of Consumer Protection:

- Directed communicable and chronic disease control programs, immunization, tuberculosis and sexually transmitted disease clinics, vital records and nursing home inspection.
- Supervised a public health residency program and federally-assigned physician Epidemic Intelligence Service officers.
- Played lead role in designing and managing health-related anti-terrorism programming for 1972 Democratic and Republican National Conventions in Miami Beach.
- My most dramatic accomplishments were investigation and control of a large outbreak of typhoid fever in a migrant labor camp and
- development of an innovative childhood immunization program that eliminated local transmission of diseases preventable by routine childhood immunization for the final four and a half years of my six year tenure in Miami.

## **US Public Health Service**

**Frankfort, KY**

**1967-1969**

Epidemic Intelligence Service Officer (Assigned from the Centers for Disease Control to Kentucky Department of Health, Frankfort, KY):

- Trained by CDC in epidemiology, biostatistics, surveillance, communicable disease control, bioterrorism and in family planning program design
- Communicable disease investigation and control – this included investigation and control of multiple outbreaks, including a large epidemic of infectious hepatitis, rebuilding state surveillance systems, and rewriting much of the state sanitary code
- Sixty day assignment to Northern Nigeria to assist and help assess the regional smallpox eradication program

## **Post Sophomore Fellowship**

**Jerusalem and Kiryat Shmoneh, Israel**

**1963-1964**

### Post Sophomore Fellow:

This experience, between my sophomore and junior years of medical school, diverted my career from clinical medicine to public health. I started as a hematology research fellow studying an “epidemic” of megaloblastic anemia of pregnancy in a small town in northern Israel. With assistance and mentoring from Professor Sidney Kark (Social Medicine), I determined the behavioral determinants of this illness and recommended that lunch

served at language school for these Moroccan immigrants. This simple, but previously not considered, intervention eliminated the anemia.

### **Recent Academic Appointments**

- 2005 Clinical faculty appointment in the public health unit of the Department of Pediatrics, LSU School of Medicine, New Orleans
- 2001 Prof. of Pub. Health Practice, Center for Community Responsive Care, Brookline, MA
- 1992-1996 Guest Faculty, Public Health Leadership Institute, Berkeley, CA
- 1989-2002 Associate Professor, Adjunct Faculty, Tulane School of Public Health, New Orleans, LA
- 1989-1997 Associate Professor, Louisiana State University School of Medicine, New Orleans, LA

### **Selected Other Professional Activities**

- 1998-Present Chair, Public Health Physician Job Market Task Force, American Association of Public Health Physicians
- 1998-Present Chair, Tobacco Control Task Force, American Association of Public Health Physicians
- 1998 Member, Residency Advisory Committee, Preventive Medicine Residency Program, California Department of Health, Sacramento, CA
- 1996-1998 President, American Association of Public Health Physicians
- 1995-1999 Chair, Population Database Subcommittee of Medical Technology Policy Committee, (national) Institute of Electrical and Electronics Engineers, Inc.
- 1994-Present Member, Medical Technology Policy Committee, (national) Institute of Electrical and Electronics Engineers, Inc.
- 1995-1996 Co-Editor of Annual Supplement to *American Journal of Preventive Medicine*
- 1992-1995 Guest Faculty, National Public Health Leadership Institute
- 1991-1992 Scholar, National Public Health Leadership Institute
- 1990-2000 Member, General Public Health/Preventive Medicine Examination Committee, American Board of Preventive Medicine
- 1988-1990 Member, Advisory Council to the Secretary, USDHHS
- 1988-1989 President, National Association of County Health Officials
- 1987-1989 Chair of Work Group developing Assessment Protocol for Excellence in Public Health, National Association of County Health Officials
- 1986-1988 President of New York Association of County Health Officials

### **Education**

- Coachville Annual Conference, invited guest participant, 2005
- Public Health Leadership Institute, Berkeley, CA, Participating Scholar, 1991-1992
- Nova University, Fort Lauderdale, FL, Doctor of Public Administration, 1977-1978
- Nova University, Fort Lauderdale, FL, Master of Public Administration, 1975-1977
- University of California, Berkeley, CA, Master of Public Health, 1969-1970
- Parkland Memorial Hospital, Dallas, TX, Internship, 1966-1967
- Wayne State University, Detroit, MI, School of Medicine, Medical Doctor, 1961-1966
- Wayne State University, Detroit, MI, School of Liberal Arts, 1958-1961

### **Current Certification and Licensure**

- American Board of Preventive Medicine, 1974
- Fellow, American College of Preventive Medicine, 1974
- Medical Licensure: Louisiana

### **Current Professional Affiliations**

- American Association of Public Health Physicians
- American College of Preventive Medicine
- American Medical Association
- American Public Health Association
- American Society for Public Administration

### **Publications and Presentations**

Over 70 publications. One to five presentations at major national meetings almost every year since the mid-1980's.