

CURRICULUM VITAE

Herschel Robert Lessin, M.D.

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EDUCATION

- 1995-96 CMCE (Certified Managed Care Executive). Graduate of year-long Executive Leadership Program of the American Association of Health Plans. Via mentoring, site visits, didactic sessions and hands on experience, the CMCE is immersed and trained in the cutting edge of managed care.
- 1980-82 Yale-New Haven Hospital, New Haven, CT
Resident, Pediatrics
- 1979-80 Yale-New Haven Hospital, New Haven, CT
Intern, Pediatrics
- 1975-79 Stanford University School of Medicine, Palo Alto, CA
Doctor of Medicine
- 1971-75 Union College, Schenectady, NY
Bachelor of Science--Summa Cum Laude

PROFESSIONAL EXPERIENCE

- 2007- Senior Consultant, The Verden Group, a full service practice management and medical business consulting group serving physician practices, hospitals, corporations, and other healthcare organizations.
- 2005-2007 Principal, CMG Medical Consulting. Provide management consulting services to hospitals, medical centers, faculty practice plans, private practices, and industry.
- 2004-2008 Director of Clinical Research, The Children's Medical Group, PLLC. Responsible for over-seeing all clinical research activities at the group, supervising study co-ordinators and staff, interfacing with study sponsors.
- 2000-2007 Medical Director, The Children's Medical Group, PLLC. Responsible for developing Quality Improvement processes and clinical protocols. Also conducts audits and supervises in-house CME for physicians and other clinical staff.

- 1997- The Children's Medical Group, PLLC. A founding partner of this large group practice that resulted from the merger of Pediatric and Adolescent Associates (est.1932) and the Hudson Valley Pediatric Group (est. 1954). Through planned growth and expansion, the group now has 23 pediatricians and 1 pediatric nurse practitioner, providing care for nearly 38,000 children in seven Hudson Valley offices, with 1 additional office in the planning stage. The group sees 110,000 patient visits per year and is one of the larger single specialty Pediatric groups in the USA.
- 1988-2000 Chairman, Board of Directors, Taconic Independent Practice Association. TIPA contracts with managed care organizations to provide physician services to the contracted plan's subscribers. With over 2000 physician members, TIPA is one of the larger IPA's in the United States and provides care for over 150,000 patients.
- 1982-1997 Hudson Valley Pediatric Group, PC, Poughkeepsie, NY. Served as partner and Vice-President of this six physician, one physician assistant, and one nurse practitioner private Pediatric practice. In addition to patient care, management responsibilities included billing, coding, HMO negotiation, cooperative bulk vaccine buying program, and financial and statistical analysis of the practice.

CERTIFICATIONS

- 2001, 2008 Re-certified as a Diplomate of the American Board of Pediatrics (voluntary)
- 1996 Certified Managed Care Executive, America's Health Insurance Plans (AHIP), recertified every 3 years
- 1993- Certified, Pediatric Advanced Life Support, American Heart Association. Re-certified Biannually.
- 1984- Diplomate, American Board of Pediatrics (permanent)

MEMBERSHIPS

- 1997-2008 National Association of Medical Communicators
- 1994-2000 American College of Physician Executives
- 1994- Section of Administration and Practice Management, American Academy of Pediatrics
- 1987- Section of Pediatric Dermatology, American Academy of Pediatrics
- 1986- Taconic Independent Practice Association
- 1984- Fellow, American Academy of Pediatrics

- 1983- Medical Society of the State of New York
- 1983- Dutchess County Medical Society
- 1982-1989 Mid-Hudson Pediatric Society
- 1979-1984 Junior Fellow, American Academy of Pediatrics
- 1974- Phi Beta Kappa, Union College, Schenectady, NY

APPOINTMENTS

- 2009- Member, Immunization Subcommittee, American Academy of Pediatrics, Committee on Practice and Ambulatory Medicine. Responsible for national Immunization policy for the Academy.
- 2008- Member, Practice Management Online Editorial Board. American Academy of Pediatrics. Responsible for reviewing content, writing content, and managing the website design and structure
- 2008- Member “Common Factors Teleconferences” planning group. The group plans teleconferences for pediatricians nationally to improve mental health diagnostic and interviewing skills.
- 2007- Member, Committee on Practice and Ambulatory Medicine, American Academy of Pediatrics (COPAM), This national level committee is responsible for reviewing and issuing practice policies and guidelines on behalf of the AAP for US pediatricians.
- 2007- Member, Executive Committee of the Section on Administration and Practice Management of the American Academy of Pediatrics.
- 2007- Member, Customer Solutions Advisory Board, Merck and Company. The board, consisting of senior members of the Section on Administration and Practice Management of the American Academy of Pediatrics advises the company on improving customer relationships with pediatricians in the vaccine arena.
- 2007 Member, Adjuvant Advisory Board, GlaxoSmithKline. The board provided input as to novel adjuvants for vaccine products.
- 2007- Member, Follow-up Care of the High Risk Newborn, advisory board to MedImmune, Inc. The Board will be working with the American Academy of Pediatrics to develop a set of guideline for primary care Pediatricians to use in the care of high risk and premature infants that are followed in their practices.
- 2006- Member, Strategic Planning Committee, MVP Healthcare
- 2006- Member, Quality Improvement Committee MVP Healthcare
- 2006- Member, Nominating Committee, MVP Healthcare

- 2006- Board of Directors, MVP Healthcare, Inc, a holding company comprised of multiple subsidiary corporations including MVP Health Plan, Rochester Area HMO, and multiple MVP corporations. Resulted from acquisition of Preferred Care HMO by MVP. Board is responsible for the operations of all subsidiary corporations and covers more than 700,000 lives with total annual premium revenue of nearly \$3 billion.
- 2004-2008 Director of Clinical Research, Children's Medical Group, PLLC.
- 2004- Member, Clinical Specialists Advisory Board, MedImmune, Inc. The board advises the company on clinical aspects of their pharmaceutical products.
- 2003- 2005 Chairman, Nominating Committee, Section on Administration and Practice Management, American Academy of Pediatrics.
- 2003- Process Improvement Committee, Department of Pediatrics, Vassar Brothers Medical Center, Poughkeepsie, NY.
- 2002- Member, Peer Review Committee, Taconic IPA. The committee reviews medical quality issues and complaints involving IPA physicians.
- 2001-2002 Member, Professional Relations/Medical Management Committee, Taconic IPA. The committee oversees communication and relationships with member physicians as well as reviews and makes recommendations about medical utilization management within the IPA.
- 2001-2006 Board of Directors, MVP Health Plan, a NYS Article 44 company which, with its subsidiary corporations operates a diverse array of health insurance products including HMO, PPO, EPO, POS and indemnity. The company has over 10,000 participating physicians in 5 states, over 500,000 covered lives and over \$1.1 billion in annual premium revenue.
- 1999-2008 Board of Directors, MVP Health Insurance Company, a NYS Article 42 company which provides health care via a Preferred Provider Network of physicians in PPO, EPO and indemnity products.
- 1999 Honorary Chairperson, Vassar Brothers Hospital Mothers' Club, Festival of Trees: an annual fundraising event raising money to benefit the Maternal/Child Health units of the hospital.
- 1998-2000 Attending Physician, St. Francis Hospital Family Practice Residency Program. Responsible for inpatient and outpatient teaching of Pediatrics to residents, both clinical and didactic.
- 1997- Vice-president, Children's Medical Group PLLC.
- 1997-2008 Member, Executive Committee, The Children's Medical Group, PLLC.
- 1997- Attending Pediatrician, St. Francis Hospital, Poughkeepsie, NY

- 1995-2001 Media spokesman for the “Adopt an Angel” fund raising campaign, Make-a-Wish Foundation, Hudson Valley Chapter. Make-a-Wish is a non-profit group that grants wishes for terminally ill children. This campaign raises nearly the entire wish granting budget for the chapter. I record TV commercials as well as news media interviews on behalf of the organization.
- 1995-1998 Board of Directors, MVP Corporate Care. The board provided policy and planning for the corporation’s offering of Worker’s Compensation Case Management services and Occupational Health services to employers.
- 1995-2007 Vice-Chairman, MVP Select Care Board of Directors--provides policy and planning for corporation’s offering of third party administration services to self-funded employer groups in New York State and Vermont.
- 1994-1998 Associate Medical Director, MVP Health Plan--responsible for IPA development, physician recruiting and liaison, and public relations.
- 1994-2000 Board of Directors, American Cancer Society, Hudson Valley Unit.
- 1993 Member, Global Budgeting Grant Writing Committee. At the request of the NYS DOH, local hospital officials and physicians formed a group to prepare a grant proposal to the Robert Wood Johnson Foundation requesting funding for a study of the feasibility of Global Budgeting of all health care services in Dutchess County. This was the first proposal of its type in New York State that included physician and other out-patient services within the budget. The committee drafted a grant application that forged consensus among its disparate members and interests in designing a plan to meet the needs of a rapidly changing health care environment. Funding of \$1,000,000 per year was sought from the Foundation, New York State, and other sources. The grant proposal was not ultimately successful.
- 1993 Strategic Service Unit on Managed Care, Mid-Hudson Medical Center-involved in planning the future of the new medical center vis-a-vis its’ relationship to and involvement in managed care systems.
- 1993-2008 Board of Directors, MVP Health Services Corporation--provides policy and planning for the offering of point of service HMO and indemnity products to employers in its NYS service area and the entire state of Vermont.
- 1992-1993 Board of Directors, March of Dimes, Mid Hudson region--responsible for planning and execution of fund raisers, service projects, and distribution of funds. Guest speaker at “Baby and You” educational seminars offered to area employer groups.
- 1991 Invited attendee, NYS Department of Health Immunization Retreat. I was one of six private pediatricians invited to attend a two day retreat with state officials to examine immunization policy in reference to the state supplying free vaccine to physician offices throughout the state in order to improve immunization rates.
- 1990-1995 Member, PPAC Advisory Committee to New York State Medicaid Program.

Advised in the design and implementation of the Preferred Physician and Children's Program (PPAC). This PPO program, implemented statewide on October 1, 1990, revised the fee structure and coding requirements for the NYS Medicaid program in order to involve more quality physicians and to insure indigent children access to private practice care in the state.

- 1989 Community Publications Committee, American Academy of Pediatrics, District II, Chapter 3, New York. Served as a liaison between the Academy and local media with the goal of disseminating information relevant to the health care of children.
- 1989 Board of Trustees, St. George's School, Poughkeepsie, NY.
- 1989 Chairman, Committee on Practice, American Academy of Pediatrics, District II, Chapter 3, New York.
- 1988-2000 Chairman, Taconic Independent Practice Association. TIPA is a group of over 1800 physicians that contracts with HMOs to deliver health care services to their insured members. As of 2002, we served over 130,000 patients. As chairman, I coordinated all IPA activities, sat on several major committees, and chaired the IPA Board of Directors.
- 1987-1988 Executive Committee, American Academy of Pediatrics, District II, Chapter 3, New York.
- 1987-1988 Secretary, Taconic Independent Practice Association.
- 1986-2000 Board of Directors, Taconic Independent Practice Association. Founding member.
- 1986-1987 Executive Committee, Dutchess County Medical Society.
- 1985-1987 Director, Special Care Nursery, Vassar Brothers Medical Center.
- 1984-1986 President, Mid-Hudson Pediatric Society.
- 1982-1984 Vice-President, Mid-Hudson Pediatric Society.
- 1982-1984 Education Director, Department of Pediatrics, Vassar Brothers Medical Center.
- 1982- Attending Physician, Vassar Brothers Medical Center

LICENSURE

- 1984-1995 Massachusetts
- 1982- New York
- 1981-1982 Connecticut

PROFESSIONAL INTERESTS

General Pediatrics
Asthma/Allergy
Behavioral Pediatrics
Pediatric Dermatology
Health Care Finance and Politics
Practice Management
Clinical Research
Managed Care
Medical Liability Issues
Patient Education via the Media and Internet

PUBLICATIONS

- 2007 Davis, J. Zheng WY, Glatman-Freedman A, NG JA, Pagcatipun MR, Lessin H, Casadevall A, Goldman DL. Serologic evidence for regional differences in Pediatric Cryptococcal infection. *Pediatric Infectious Dis J* 2007: 26, 549-551.
- 2006 “New Lines of Business Can Help Pediatricians Survive, Thrive” *American Academy of Pediatrics News*, 27:1:38, January 2006
- 2004 “Putting Research into Practice (PRIP): Counselling Parents on Picky Eaters” *Pediatric Basics* 106:1:20, Spring, 2004
- 2001 “School Problems” in Primary Care Pediatrics, Carol Green-Hernandez, Joanne K. Singleton, and Daniel Z. Aronzon, eds. Lippincott, Philadelphia,
- 2001 “Acute Dermatologic Complaints”, with Sharma, P., in Primary Care Pediatrics, Carol Green-Hernandez, Joanne K. Singleton, and Daniel Z. Aronzon, eds. Lippincott, Philadelphia

CLINICAL RESEARCH

- 2006-2008 Member, Society of Clinical Research Associates (SoCRA), New York State Chapter
- 2005 Attendee, Good Clinical Practices for the Clinical Research Professional. Sponsored by the Drug Information Association.
- 2005-2008 Member, Drug Information Association (DIA)
- 2005 Completed Human Participant Protection Education for Research Teams

sponsored by the National Institutes of Health (NIH)

Partial Listing of Sponsors and CROs worked with: Novartis, MedImmune, GlaxoSmithKline, Nestle, Roche, PPD, ICON, Scirex ,INCResearch, Proctor and Gamble, Ross Products Division/Abbott Laboratories, AztraZeneca, McNeil and Sanofi Pasteur

- 2007 Principal Investigator, Method Evaluation Study for Buccal Swab Analysis, an Evaluation to Determine How Many Buccal Swab Samples Must be Collected From a Child's Cheeks in Order to Get Enough DNA for Genetic Testing.
- 2007 Principal Investigator, An Immunogenicity, Safety, and Non-Interference Evaluation of Pediatric Vaccines Administered Concomitantly with Menactra® (Meningococcal [Groups A, C, Y and W-135] Polysaccharide Diphtheria Toxoid Conjugate Vaccine) to Healthy Toddlers, a Phase III Study.
- 2006 Principal Investigator, Tolerance of Healthy Term Infants Fed Hydrolysate Formula.
- 2006 Principal Investigator, A phase III, Single-blind, Randomized Study to Evaluate the Immunogenicity and Safety of a Candidate Flu Vaccine Compared With a Licensed Flu Vaccine Administered Intramuscularly in Children 6 Months and Older.
- 2006 Principal Investigator, A Multicenter Study to Evaluate the Growth, Safety, and Tolerance of a New Infant Milk-Based Formula Containing a New Whey Protein and Fructo-Oligosaccharides (FOS) in Healthy Full-Term Infants.
- 2005-2006 Principal Investigator, Effects of Prebiotics in Infant Formula on Fecal Microbiota, A Randomized, Controlled, and Double-Blind Clinical Trial of Two Groups using an Investigational Starter Formula containing Prebiotics to Infants using a Commercially Available Product, with a Breast Fed Reference Group.
- 2005 Principal Investigator, a Randomized, Controlled, and Double-Blind Clinical Trial of Two Groups Comparing Weight and Other Anthropometric Measures, Tolerance, and Frequency of Morbidity in Infants Using an Investigational Infant Starter Formula Containing Synbiotics to Infants Using a Commercially Available Product.
- 2004, 2005 Principal Investigator, "FluStar", an epidemiological influenza surveillance study sponsored by Roche Laboratories.
- 2004-2005 Principal Investigator, an Investigation of an Enhanced Potency Humanized Respiratory Syncytial Virus (RSV) Monoclonal Antibody, for the Prophylaxis of Serious RSV Disease in High-Risk Children, a Phase III study.
- 2004-2005 Principal Investigator, a Prospective, Double-blind, Randomized Trial to Demonstrate Equivalent Immunogenicity of an Investigational Product and FluMist in Healthy Participants Ages 5 through 49 Years, a Phase III study.
- 2004-2005 Principal Investigator, a 1 Year, Randomized, Double blind, Parallel-group, Placebo-

controlled, Multicenter Evaluation of Efficacy, Safety, Pharmacokinetics and Pharmacodynamics of an Injectable Product in Children (6 - <12 years) with Moderate-Severe Persistent Inadequately Controlled Allergic Asthma, a Phase III study.

- 2004- Principal Investigator, an Investigation of the Safety and Efficacy of a Topical Immunomodulator in Atopic Disease Modification, Assessed in a 3-Year Randomized, Double-Blind, Vehicle-Controlled Study to Evaluate the Effects of Atopic Dermatitis in Infants, and a 2-3 Year Open-Label Phase to Evaluate the Effect of Early Intervention versus Delayed Intervention with Product on the Incidence of Asthma in Children, a Phase IV study.
- 2004, 2005 Principle Investigator, "RSV Alert" (Respiratory Syncytial Virus), an epidemiologic study sponsored by MedImmune Corporation.
- 2003-2004 Investigator, a Randomized, Double-Blind Trial of Prophylactic Iron to Prevent Iron Deficiency and Elevated Lead Levels in Children during the Second Year of Life, a Pilot Study.
- 2003 Principal Investigator, Determine Rates of Seroconversion Following Varicella Vaccination of Asthmatic Children Between the Ages of One and Eight Years Treated with Pulmicort Respules versus Non-Steroidal Conventional Asthma Therapy, a Non-Blinded, Non-Randomized, Multi-Site Phase IV study.
- 2003-2004 Principal Investigator, a Randomized, Double-blind, Double Dummy, Placebo-Controlled, Parallel Group, Multi-Center Clinical Trial of Four Weeks Treatment with an Inhalation Aerosol, 25 micrograms BID and Placebo Administered via a Valved Holding Chamber with Facemask in Subjects with Asthma Age 6 to 23 Months, a Phase IV study.
- 2003 Principal Investigator, Observation of Treatment versus Treatment, A Multicenter, Randomized, Parallel-Group Study Evaluating Treatment Outcomes of an Approved Stimulant Treatment and an approved Non-Stimulant Treatment in Children with Attention Deficit Hyperactivity Disorder, a Phase IV study.

PRESENTATIONS

- 2009 "The Road to Market Power", Seminar, American Academy of Pediatrics National Conference and Exhibition, Washington DC, to be presented, October 18, 2009.
- 2009 "Physician Time Management", Presented at Maimonides Medical Center New York City, May 21, 2009
- 2009 "Extreme Practice Makeover", Future of Pediatrics, American Academy of Pediatrics meeting, Anaheim, California, February 28, 2009. To be presented again at the American Academy of Pediatrics National Conference and Exhibition to be held in Washington, DC, October 18, 2009
- 2009 "Legal Bulletproofing Your Practice", Future of Pediatrics, American Academy

of Pediatrics meeting, Anaheim, California, February 27, 2009.

- 2007 “Vaccines in Pediatrics: Best Ways to Bill and Be Paid”, Audio Conference at Decision Health.com, Sponsored by the Coder’s Pink Sheet, November 1, 2007.
- 2007 “Practical Practice Management: Survival in Today’s Payer Environment” Presented to the American Academy of Pediatrics, District II meeting, White Plains, NY, November 1, 2007
- 2007 “Developing Market Power: Case Studies of Successful Practice Models”, Seminar, American Academy of Pediatrics National Conference and Exhibition, San Francisco, CA, October 28, 2007.
- 2007 “When A Cough is Just a Cough: The Trouble with AE’s”. Presented to The Society of Clinical Research Associates, National Meeting, Denver CO, September 29, 2007.
- 2007 “Chronic Disease Management”. Presented at the Physician’s Computer Corp. Annual User’s Conference, Burlington, VT, on July 19, 2007.
- 2007 “Liability in Medical Practice”. Presented at the Physician’s Computer Corp. Annual User’s Conference, Burlington, VT, on July 19, 2007.
- 2006 “When A Cough is Just a Cough: The Trouble with AE’s”. Presented to The Society of Clinical Research Associates, Albany, New York, on November 6, 2006.
- 2006 “Implementing Practice Guidelines and Coding for Chronic Disease: ADHD.” Presented to the American Academy of Pediatrics, District II, Chapter 2 meeting on October 30, 2006.
- 2006 “Getting Big: Case Studies of Successful Practice Models”, Seminar at the Section on Administration and Practice Management, American Academy Of Pediatrics, National Conference and Exhibition, Atlanta, Georgia, October 7, 2006.
- 2006 “Developing Market Power: Paths to Forming a Supergroup”, Pediatric Grand Rounds, The Valley Hospital, Ridgewood, New Jersey, June 20, 2006.
- 2006 “Keys to Survival” Pediatric Grand Rounds, Lawrence Hospital, Bronxville, New York, April 4, 2006.
- 2005 “Win-Win Collaboration in Pediatrics” Presented with Joseph Heavey, MHA & Adil Ameer, CEO Healthquest, at the Heath Strategist’s Institute Conference on Hospital-Physician Relations, October 12, 2005.
- 2005 “Strength in Numbers: Thriving Pediatric Practices Share Their Experiences and Their Tips.” Presented with Dr. Charles Scott at The American Academy of Pediatrics Super CME program, April 15, 2005, Orlando Florida.
- 2005 “Omgod I’m Being Sued!!-Practical Tips on How to Reduce Your Risk and How to Respond If and When it Happens to You.” Presented at The American

Academy of Pediatrics Super CME program, April 14, 2005, Orlando Florida.

- 2004 “Implementing ADHD Practice Guidelines: A Practical System for the Busy Pediatric Office’. Presented to the Section on Administration and Practice Management, American Academy of Pediatrics, National Conference, October 9, 2004.
- 2004 “Emergency Treatment of Asthma in Children”, presented to the Dept. of Emergency Medicine, Vassar Brothers Medical Center, Poughkeepsie, NY June 17, 2004.
- 2003 “Hot Topics in Pediatrics” Panel discussion moderator. Presented to the Section on Administration and Practice Management, American Academy of Pediatrics, National Conference, November 1, 2003.
- 2003 “Implementing Asthma Guidelines: A Practical System for the Busy Pediatric Office’. Presented to the Section on Administration and Practice Management, American Academy of Pediatrics, National Conference, November 1, 2003.
- 2003 “Practical Asthma-Physiologic Basis of Treatment”. Presented for the regional chapter of the American Lung Association Educational meeting for nurses.
- 2003 “Treatment of ADHD in the Busy Pediatric Office”. Presented to groups of physicians in our region. Sponsored by Novartis Speakers Bureau.
- 2003 “Be Your Own Expert Witness”. Presented to the annual meeting of the Dutchess County Medical Society”, October 29, 2003.
- 2002 “Applying Asthma Treatment Guidelines in an Office Setting”. Presented to groups of physicians in our region on several occasions. .
- 2000 “Pneumococcal Vaccination in an Era of Bacterial Resistance”. Presented to groups of physicians in our region on several occasions.

OTHER ACTIVITIES

- 2008 Medical Mission Volunteer, Ghana, West Africa. Provided pre-op and post op care for Pediatric urologic and ophthalmologic surgery done free of charge to patients in the capital city of Accra with Our Children International Foundation.
- 2007 Medical Mission Volunteer, Guatemala. Provide free Pediatric care to a rural village, Nuevo Santa Rosa, with the Glens Falls Medical Mission Foundation.
- 2006-2008 Contributing Editor, Child Health Focus, Healthology.com. Review existing content and supply new content for the health information portal.
- 2003 Medical Mission Volunteer, Honduras. Travelled with my son to provide free medical care to the Mayan Chorti tribe in the villages near the Copan ruins on

- Guatemalan border.
- 2002 Medical Mission Volunteer, Jamaica. Provided free Pediatric care to several small villages in rural Jamaica.
- 2002 Medical Mission Volunteer, Constanza, Dominican Republic. Provided free Pediatric care to this small village in the mountains of the Dominican Republic.
- 2001-2003 Editorial Director, Healthology.com. Responsible for defining the scope and content of the Pediatric section of the website. Review all content and update same. Provide input and direction for development of the section on the site.
- 2000- Columnist, “Pediatrician On Call”, Poughkeepsie Journal. A biweekly column answering common pediatric questions.
- 2000 Medical Mission Volunteer, Honduras. Travelled with my daughter to a small jungle village on the North Coast as part of a volunteer medical/dental team providing free care.
- 1999 Medical Mission Volunteer, Republic of Vietnam. Provided free Pediatric care to indigent patients at Long Dat Medical Clinic and Ham Tan Medical Center, two small rural clinics located 100 and 200km respectively outside of Ho Chi Minh City. Met with Consulate General of the United States to help procure support for further medical mission work.
- 1999 Medical Mission Volunteer, Constanza, Dominican Republic. Provided free Pediatric care to this small village in the central mountains of the Dominican Republic
- 1999-2000 Child Health Focus Editor, Healthology, com. Healthology is an internet start-up company devoted to providing medical information content delivered to the general public and distributed to other web-sites, portals, and publications. I am responsible for the development and maintenance of the Children’s Health area of the site, recruiting faculty and reviewing submitted articles.
- 1999-2008 Contributor, Children’s Health Focus, Healthology.com. I provide content posted on the web site and also participate in live streaming “webcasts”, which are panel discussions with physicians on a topic of interest that are later archived for future download. In addition, I act as moderator for webcasts involving physician of various specialties in both adult and pediatric medicine.
- 1998-2005 Responsible for planning, design, and maintenance for the web site for The Children’s Medical Group, www.childrensmedgroup.com.
- 1998-1999 Host of “The Medical Minute” segment for Regional News Network TV .This segment is an informational look at medical topics of general interest.
- 1996-1997 Host of “Kids Korner” segment for RNN-TV Morning Show. Appeared several times monthly live on the morning news talk show to speak about various pediatric topics and to respond to live phone calls.

- 1996 Keynote Speaker and Honoree, Annual “Breakfast of Champions”, Tobacco Free Action Coalition.
- 1995-2000 Member, International Jugglers Association. I use juggling in my pediatric practice to entertain and distract my young patients. I also use these skills, when appropriate, in my speaking engagements, as well as my group appearances at trade shows.
- 1994- Member, Tobacco Free Action Coalition. Active in smoking cessation programs for children and adults. I do public service radio announcements and make personal appearances at area schools on behalf of the organization.
- 1993- Guest speaker, Health Care Reform and IPA Formation. I speak to physicians and medical organizations on managed care and IPA activities.
- 1990 Panel Member, Poughkeepsie Journal panel on Parenting. I took phone calls and authored an article for a special section of the newspaper on Parenting.
- 1990-2007 Author and Host of “Kidstuff”, a parenting program on local radio. The show is aired 10 times monthly. Each day a topic of interest to parents is discussed. The main focus is on practical parenting advice in all areas of Pediatrics, both medical and behavioral. In addition, I periodically appear as a guest on hour long call-in shows which feature live questions and answers about Pediatric issues.
- 1982- Frequent lecturer at area schools and community groups on topics of interest to parents. This service is provided at no cost through The Children’s Medical Group and Vassar Brothers Hospital Speakers Bureau.

**Last updated August, 2009