

# PROFESOR DAVID EDWARD MARCINKO

**MBBS DPM FACFAS MBA ME.d B.Sc CMP® CFP®**

**[Cover Letter with Executive Summary]**



As a former academic Dean, Scholar and State Governor appointed Distinguished University Professor and Endowed Department of Capitalism and Free Market Economics Chairman, Dr. David Edward Marcinko MBBS DPM FACFAS MBA MED BSc CMP® was a NYSE broker and investment banker for a almost decade who was respected for his unique perspectives, balanced contrarian thinking and measured judgment to influence key decision makers in strategic education, health economics, finance, investing and public policy management.

Dr. Marcinko is originally from *Loyola University MD, Temple University in Philadelphia* and the *Milton S. Hershey Medical Center in PA; Oglethorpe University and Emory University Hospital in Georgia, the Atlanta Hospital & Medical Center; Kellogg-Keller Graduate School of Business and Management in Chicago, and the Aachen City University Hospital, Koln-Germany*. He is one of the most innovative global thought leaders in health care entrepreneurship today by leveraging and adding value with strategies to grow revenues and EBITDA while reducing nonessential expenditures and improving operational efficiencies.

Professor Marcinko was a board certified physician, surgical fellow, hospital medical staff Vice President, public and population health advocate, and Chief Executive & Education Officer with more than 425 published papers; 5,150 op-ed pieces and 135+ domestic / international presentations to his credit; including the top ten [10] biggest pharmaceutical companies and financial services firms in the nation. He is a best-selling Amazon author with 30 published text books in four languages [National Institute of Health, Library Congress and Library of Medicine].

Dr. Marcinko is past Editor-in-Chief of the prestigious "*Journal of Health Care Finance*", and a former *Certified Financial Planner®* who was named "Health Economist of the Year" in 2010, by PM magazine. He is a Federal and State court approved expert witness featured in hundreds of peer reviewed medical, business, economics and trade publications [AMA, ADA, APMA, AAOS, *Physicians Practice, Investment Advisor, Physician's Money Digest and MD News*] etc.

Dr. Marcinko is also an early-stage investor with a focus on finance, economics and business IT. He was on the initial team for *Physicians-Nexus®*, *1st. Global Financial Advisors and Physician Services Group Inc*; and a mentor for Deloitte-Touche, and start-up firms in Silicon Valley, CA.

As a licensed life and health insurance agent, RIA – SEC registered representative, Dr. Marcinko was Founding Dean of the fiduciary niche focused CERTIFIED MEDICAL PLANNER® online chartered designation education program; as well as Chief Editor of the HEALTH DICTIONARY SERIES® Wiki Project.

Dr. Marcinko's professional memberships included: ASHE, AHIMA, ACHE, ACME, ACPE, MGMA, FMMA and HIMSS. He was a MSFT Beta tester, Google Scholar, "H" Index favorite and one of LinkedIn's "Top Cited Voices". Marcinko is "ex-officio" and R&D Scholar-on-Sabbatical for iMBA, Inc. who was recently appointed to the MedBlob® [military encrypted medical data warehouse and health information exchange] Advisory Board.

#### **MOST RECENT ACADEMIC POSITIONS AND APPOINTMENTS**

2019: Founding Member Board of Directors: **Medblob Inc, Boston, MA.**

2017: Endowed Financial Scholar-on-Sabbatical: **Institute Medical Business Advisors, Inc; Atlanta, GA.**

2016: Appointed LV Hackley Endowed Chair and Distinguished Professor of Capitalism and Free Market Economics \* **School of Business & Economics, University of North Carolina**

2013-2015: Visiting Distinguished Innovation Scholar-in-Residence \* **Physician Nexus Medical Entrepreneur's Venture Capital Advisory Board, San Jose, CA.**

2010-2012: Academic Dean: **Certified Medical Planner® Program iMBA. Inc**

2002-2009: CEO – **Institute of Medical Business Advisors, Inc., Atlanta, GA**

2001-2002: Editor-in-Chief: **Journal Healthcare Finance, Aspen Publishers, NY.**

1999-2002: **Endowed Chair:** Health Economics and Finance, Atlanta Hospital.

#### **EDUCATION SOCIETY MEMBERSHIPS AND CERTIFICATIONS**

A nationally recognized leader in physician-integration, business management and financial information services, Dr. Marcinko is a pioneer utilizing technology to improve quality education while simultaneously reducing delivery costs, with current or former memberships in:

- ) American Society of Health Economists (ASHE)
- ) International Health Economics Association (iHEA)
- ) American Health Information Management Association (AHIMA)
- ) Healthcare Information and Management Systems Society (HIMSS)
- ) American Board of Podiatric Surgeons
- ) Microsoft Professional Accountant's Network (MPAN)
- ) US Microsoft Partner's Program (MPP)
- ) Microsoft Health User's Group (MS-HUG)
- ) American Management Association [AMA]
- ) Sun Executive Boardroom program sponsored by CEO Jonathan Schwartz
- ) Healthcare Informatics Executive Panel [HIE]
- ) SUNSHINE [Solutions Healthcare Information, Networking and Education];  
an IT society of HIMSS and Sun Microsystems (NASD-SUNW).
- ) European Medical Association
- ) American Medical Writers Association [AMWA]

#### **MEDICAL AND ACADEMIC TEACHING AWARDS**

- ) Hershey PA Medical Center Surgical Gold Awards: 1981, 1982, 1983
- ) Chief Resident, Atlanta Hospital, 1984
- ) Surgical Fellow of the Year, Atlanta Hospital, 1985
- ) Doctor of the Year, Vencor Hospital, 1998
- ) Professor of the Year, Atlanta Regional Diabetes Center, 2000
- ) Surgical Clinician of the Year, Atlanta Hospital, 2001
- ) Doctor of the Year, New York PM Award, 2002
- ) Health Economist of the Decade, PM Award, 2003

#### **FINANCIAL CERTIFICATIONS AND LICENSES**

Dr. Marcinko earned Series #7 (general securities), Series #63 (uniform securities state law), and Series #65 (investment advisory) licenses from the National Association of Securities Dealers (NASD-FINRA), and the Securities Exchange Commission [SEC] with a life, health, disability, variable annuity, and property-casualty license from the State of Georgia.

## FUND RAISING AND GRANTS

- ) Intra-Mural Funding: \$1,525,000.00 aggregate [Financial Services firms]
- ) Extra-Mural Funding: \$2,350,000.00 aggregate [Pharmaceutical companies]
- ) Private Funding: \$6,250,000.00 aggregate [Hedge funds]
- ) Public Funding: \$150,000,000.00 aggregate [Wall Street]

## OPERATIONS AND BUDGETING EXPERIENCE

As president of a PPMC in 2000, consolidated 95 multi-state medical practices with \$150 million in revenues seeking an IPO trade listing on Wall Street, NY

| INQUIRY  | REPLY  |
|--|--|
| <b>Largest budget managed.</b>                               | <u>President</u> : Physician Practice Management Corporation in the Midwest. Consolidated 95 solo medical practices with <b>\$150 million</b> in revenues.   |
| <b>Current # of staff managed.</b>                           | 12 FTEs; 35 PTEs   |
| <b>Largest total # of staff managed.</b>                     | 625 FTEs; 1,300 PTEs   |
| <b>Largest gift asked for / received.</b>                    | Five Hundred Thousand Dollars [USD].   |
| <b>Full professor with tenure (Yes/No) and date awarded.</b> | In 2016 appointed Distinguished Professor and Endowed Chair of Capitalism and Free Enterprise at UNC School of Business and Economics. In 2013-2015 visiting distinguished scholar-in-residence for the <b>Physician Nexus Global Medical Entrepreneur's Venture Capital Advisory Board</b> , San Jose, CA. And, in 2010-2012 served as Academic <b>Dean of the Certified Medical Planner® Executive Education Program</b> at iMBA, Inc. |

## BUSINESS MANAGEMENT AND I.T. SKILLS

- New Business Development • Change Management • Portfolio Management • IT Assessment • Strategic Planning • Business-IT Planning • Organizational Leadership • Leadership Communications • Policies & Procedures - SOP & KPI Implementation • Full P&L Accountability • Business Solutions • IT Transformations • IT Finance • Cost Management • Life Cycle Governance • Negotiation • Mentoring • Process Assessments • IT Service Management / ITIL • Quality Assurance • Performance Management | PPMO - PMO Optimization • Relationship Building • Application Rationalization & TCO • Strategic Sourcing •

PMO Startup • Program & Project Management • Executive Communications • C-Level Interface • Executive Advisor • Multi-site Operations • Operational Excellence • Lean Management • IT Value / Efficiency • Teaming • Human Resource / Employee Engagement • IT Operations Management • Leadership & Team Building • Eloquent Listening • Strategic Planning • CRM • Communications • M&A Due Diligence & Integration / Divestiture • System Selection & Integration • Technology Implementation • Enterprise IT • Process Improvement / Lean • Outsourcing / In-sourcing • Data Management • Innovation • EVM • Security & Privacy • ERP • EHR • Testing • Contract Mgmt. • MSP • Technical Design • Estimating & Pricing Models • Presentations • Stakeholder Management • Customer Support • Budgeting & Forecasting • Recruiting & Staffing • Triage; etc.

**Technical Skills:** MS Office Suite, MS Project, Changepoint/Daptiv, ServiceNow, SAP, Peoplesoft, Workday, Facets, NASCO, Salesforce, SharePoint, Blackboard®, Cengage, eXplorance, BANNER and Kulture; PCs, tablets, videos, interactive games, AI simulators and apps with Blue-Jean®, Zoom® and Skype®-like virtual classrooms and cloud storage embellishments.

### **Academic and Faculty Appointments**

**Distinguished Chair:** Health Administration & Management; Vencor Hospital, GA

**Endowed Chair:** Department Health Policy and Management; Atlanta Hospital

**Professor:** TT Reconstructive & Trauma Surgery; Atlanta Hospital Medical Center

**Professor:** Health Economics & Entrepreneurship; Atlanta Hospital Medical Center

**Visiting Professor:** Health Economics: Northlake Regional Med Center, Tucker GA.

**Associate Professor:** Healthcare Financial Management; Atlanta Hosp Med Center

**Assistant Professor:** Healthcare Innovation and Business Administration AH&MC.

### **MEDICAL BUSINESS MANAGEMENT AND ENTREPRENEURIAL EXPERIENCE**

Dr. Marcinko was co-founder of an Ambulatory Surgery Center sold to a public company; online website sold private hedge fund; was a Certified Physician in Healthcare Quality; a certified American Board of Quality Assurance and Utilization Review Physician; a medical-staff vice president of a general hospital; assistant residency director; founder of a computer-based testing [CBT] firm doctors; and president of a Physician Practice Management Corporation.

## LEADERSHIP PHILOSOPHY

Manage: By walking around. Doing things right - A function of position!

Lead: By example. Doing the right thing - A function of behavior!

## PEER-REVIEWED AND TRADE JOURNAL PUBLICATIONS AND TEXTBOOKS

Dr. Marcinko edited *fourteen* business and medical practice-management books, *two* hospital financial, accounting and operations management texts, *four* clinical medical texts in four languages, *six* financial planning books, *hundreds* of interactive CD-ROMs and *three* administrative dictionaries for physicians, accountants, attorneys, medical management consultants, healthcare business advisors and students. His white-papers were been featured by the *American College of Physician Executives [ACPE]*, *Medical Group Management Association [MGMA]* and the *American College of Medical Executives [ACME]*.

Internationally recognized for his work, Dr. Marcinko provides litigation support and expert witness testimony in State and Federal Court, and has clinical publications archived in the *Library of Congress*, and the *Library of Medicine* at the *National Institute of Health [NIH]*.

His thought leadership essays have been cited in **journals** like: *Managed Care Executives*, *Healthcare Informatics*, *Medical Interface*, *Plastic Surgery Products*, *Teaching and Learning in Medicine*, *Orthodontics Today*, *Chiropractic Products*, *Journal of the American Medical Association*, *Podiatry Today*, *Investment Advisor Magazine*, *Registered Representative*, *Financial Advisor Magazine*, *CFP™ Biz (Journal of Financial Planning)*, *Journal of the American Medical Association (JAMA.ama-assn.org)*, *Business Journal Physicians*, and *Physician's Money Digest*;

by **companies** and professional organizations like the Medical Group Management Association (MGMA), American College of Medical Practice Executives (ACMPE), American College of Physician Executives (ACPE), American College of Emergency Room Physicians (ACEP), Health Care Management Associates (HMA), and PhysiciansPractice.com; and by **academic institutions** like the UCLA School of Medicine, Northern University College of Business, Creighton University, Medical College of Wisconsin, University of North Texas Health Science Center, Washington University School of Medicine, Emory University School of

Medicine, and the Goizueta School of Business at Emory University, University of Pennsylvania Medical and Dental Libraries, Southern Illinois College of Medicine, University at Buffalo Health Sciences Library, University of Michigan Dental Library, and the University of Medicine and Dentistry of New Jersey, among many others. Many are archived in the Library of Congress, Institute of Health and Library of Medicine with many primary-secondary reviewing roles to his credit.

### TEACHING PHILOSOPHY

Although any learner-centered teaching philosophy, or Boyer Model of scholarship, is constantly in flux, the mission of any educator public or private, is: [1] to promote positive learning; [2] to motivate students, staff and graduates; [3] to provide a strong foundation for lifelong learning; and in modernity [4] to enhance career and life-work opportunities; [5] improve bottom-line financial metrics, and [6] to collaborate on a national and global basis

But, at this level of blended pedagogy, andragogy and heutagogy, the mission of any university president, college dean, or academic professor is to be a *modern guide on the side; not bombastic sage on the stage.*

Moreover, academic leadership positions hold special *gravitas* in order to set the tone for future growth and involvement with the current and future enterprise wide didactic ecosystem of learners, sponsors, colleges, industry and institutions.

### RELATED UNIVERSITY APPOINTMENTS

- ) *Medical Schools:* Various adjunct onsite US clinical visiting professorships
- ) *Business and Graduate Schools:* Keller Graduate School Business and Management: Guest scholar
- ) *University of Phoenix Graduate School Business and Management:* Distinguished visiting instructor in economics and finance
- ) Academic MBA, PhD, RN, MS, CPA, MD, DDS, DPM, DO mentor and coach.

### CLINICAL TEACHING DUTIES

**Traditional On-ground:** Pennsylvania College of Podiatric Medicine, Ohio College of Podiatric Medicine, New York College of Podiatric Medicine, Illinois College of

Podiatric Medicine, California College of Podiatric Medicine; Barry University Medical School and Temple University, PA.

**On-ground and Online:** Ten years online and onsite graduate and business school teaching experience for University of Phoenix, Keller Graduate School of Business and Management, Capella, DeVry and Strayer University MBA, DBA and PhD mentor, etc.

### **MEDICAL, FINANCIAL, HEALTH SCIENCES AND BUSINESS EDUCATION AND LIAISON ACTIVITIES**

Dr. Marcinko is frequently called to lead seminars and webinars, and to edit journals or referee manuscripts and presentations with experience in handling media (print, TV, radio) interviews and debates aimed at shedding IT and related financial and economic perspectives on emerging public health policy initiatives!

Past liaison sponsors have included various pharmaceutical companies (Pfizer, Glaxo, Sanofi, Smith-Klein-Fujisawa, Novartis, Shering, and Aventis, etc), and Financial Services and Banking firms [First Global Financial Advisors, The Principal, ML, AIG, Sun-Trust, Fortis, Dougherty Funding]; etc.

### **INTERNATIONAL VISITING MEDICAL FACULTY APPOINTMENTS**

- ) Marianne Surgical Hospital: Visiting Surgeon, Aaken, Germany
- ) Antwerpen, Belgium (Richtig Hand anlagen am Fuss-Zweitagger)
- ) Ad-hoc University of Helsinki, Department of Orthopedics
- ) Ad-hoc London Clinic, Department of Orthopedics, Great Britain
- ) Saint Petersburg State University, Department of Orthopedics
- ) The Arktikum, Rovaniemi, Finland

### **MEDICAL AND UNIVERSITY CONSULTING EXAMPLES**

- ) Meharry Medical College M&A with Vanderbilt University.
- ) Morehouse School of Medicine - Atlanta, GA.
- ) Blue State University [public re-organization] Blue State, West Virginia



## CHIEF EXECUTIVE OFFICER POSITION

Dr. Marcinko was Chief Executive Officer for the Institute of Medical Business Advisors, Inc. The holding firm is headquartered in Atlanta, with offices in 3 states, and works with a diverse list of individual and corporate clients. As a nationally recognized educational resource center and referral alliance, the firm and its network of professionals provide solutions and managerial peace-of-mind to physicians, healthcare entities, and their consulting business advisors.

Dr. Marcinko is also a social media, education pioneer and publisher of an influential and syndicated Health 2.0 interactive blog forum with 725,000 readers. He is available to colleagues, clients and the press at his office in Atlanta. GA.

Currently, functioning as “*ex-officio*” and iMBA, Inc., Endowed *Scholar-on-Sabbatical-Leave* and founding board of directors for **Med-Blob**, Boston, MA; a big data healthcare analytics firm. MedBlob seeks to improve national health by providing patients with a platform to digitally extract, send, and store all their patient health information in a single source of truth in a free, HIPAA compliant, and military grade encrypted database. This gives the provider the most complete and up-to-date snapshot of the patient's medical information and enables patients to share their medical information to empower researchers to solve the most difficult health challenges facing society today.

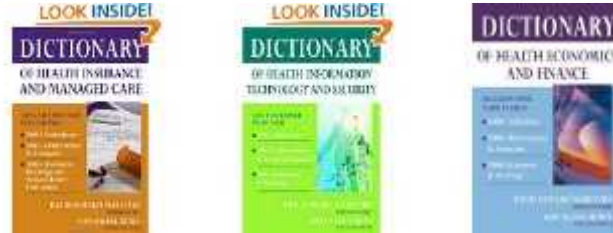
## Hospital and Medical Clinic Operations, Finance, Accounting, HR and Health Policy, Management and Administration Textbooks

[Graduate, Medical and Post-Graduate]



# Health Dictionary Series®

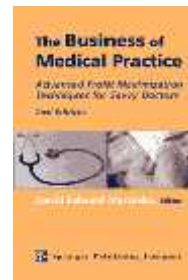
[Undergraduate Management and Graduate Administration]



## Corporate Personal Economics, Insurance, Accounting and Financial Planning Management Textbooks

[Graduate, B-School and Executive Professional]

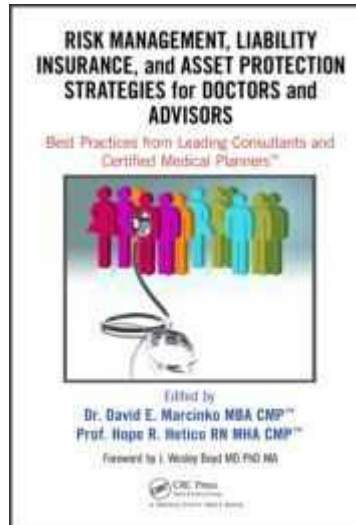




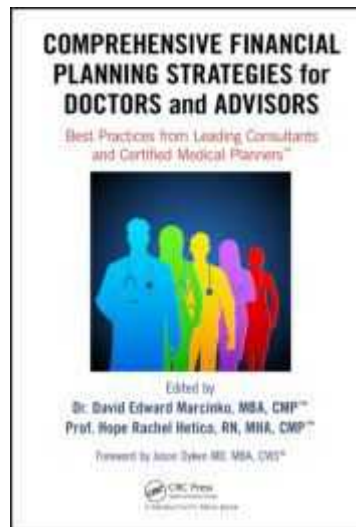
## Medical, Infection and Surgical Clinical Textbooks



# PHYSICIAN FOCUSED FINANCIAL PLANNING, ECONOMICS, INSURANCE AND RISK MANAGEMENT COMPANION TEXTBOOK SET



**Foreword by: J. WESLEY BOYD MD PhD MA**  
**Harvard Medical School – Yale University – Psychiatrist**



**Jason Dyken MD MBA CFP®**  
**Dyken Capital Management**

TEXTBOOKS REDACTED IN THESE MEDICAL,  
NURSING, BUSINESS, GRADUATE AND LAW SCHOOL  
UNIVERSITIES AND LIBRARIES ... and others!



## Continuing Education Engagements



**Dr. Marcinko at University of Pennsylvania**



**Dr. Marcinko at Johns Hopkins University**



**Dr. Marcinko at Wharton Business School**



**Dr. Marcinko at Emory University**



**Dr. Marcinko at University of Pittsburgh**





**Dr. Marcinko at Boston College**



**Dr. Marcinko at Boston University**

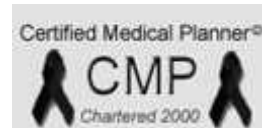


**Dr. Marcinko at Northeastern University**



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**THE END**