

Richard B. Smith  
Overview of Experience

**Clinical and Surgical Experience in:**

- Asthma and chronic obstructive pulmonary disease (COPD)
- Diabetes T2, degenerative osteoarthritis, oncology
- Urology, gynecology, cirrhosis, renal disease
- Hemodialysis, perfusion therapy, urinary catheterization
- Heart, cardiovascular, peripheral vascular and peripheral arterial disease
- Electrophysiology; anesthesia and pain management; drug delivery
- Primary and revision reconstruction orthopaedics and internal and external trauma fixation
- Skin and wound care; vision, hearing, and dental care
- Peripheral bypass, AV fistula, anastomotic techniques, hemodynamics
- AV access, IV, peripherally inserted central catheters (PICCs), ports
- Cardiac catheterization, bypass surgery, angioplasty and stenting
- Endovascular repair for abdominal aortic aneurysm
- Minimally invasive surgery and endoscopic procedures
- Specialty and homecare services, infusion and respiratory services
- Collagen, regenerative medicine, and stem cell therapy for bone, organ, and soft tissue
- Electronic growth, stimulation, healing, and pain management technologies
- Preanalytical diagnostic systems, access, and specimen collection
- Infection control technologies; antithrombotic / anticoagulant technologies (silver and carbon)
- Imaging, radiology, cathlab, diagnostic, and noninvasive BP technologies
- Temperature-controlled tissue sealing, hemosealing, and resection technologies
- Core body temperature measurement and management technologies
- Ambulatory infusion therapies and technologies
- Medication safety; healthcare worker, patient, and pediatric safety programs
- Sharps safety programs and collection / disposal initiatives (needles, syringes, blades, scalpels, trocars)
- Diabetes prevention and obesity coaching program facilitation
- Patient therapeutic exercise, nutrition, and patient ADL support programs, behavioral modification and lifestyle transformation coaching and initiatives

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**Marketing and Communication Experience in:**

- Clinical, surgical, technical, and scientific research papers, presentations, poster sessions, pitch decks, infographics, and academic communications
- Clinician training programs, certification and continuing education, workshops, seminars, dinner meetings
- Surgical techniques and procedural guides, surgical templates, and wall charts
- Physician and nurse guides for diagnosis and patient management; pre- and post-op patient care
- Clinician / nurse / HCP decision-making tools, mapping and analysis tools, best practices, and performance monitoring and measurement programs
- Patient diagnosis, management, and compliance programs; patient predictive analytics tools and measures
- Patient communication programs; patient information, education, and motivation programs
- Patient engagement, activation, and compliance programs; patient care communities and care circles
- Patient informed consent programs, teaching, testing, and documentation
- Corporate, business, and brand image and identity programs; implementation training programs
- Branding naming and trademark development, core visual and verbal message units, positioning, value propositions; vision, mission, credo, and core operating principles
- Brand launch and renewal programs and market re-energizing programs
- Cause marketing, stewardship, volunteerism, assisting / community programs, and philanthropy
- Patient services and support, advocacy, satisfaction and fulfillment initiatives
- Patient and clinician endorsements, documentaries and testimonials
- Marketing and sales promotional communications; public, professional, and patient relations
- Marketing research, strategy, testing, planning, and implementation
- Communication creative direction: copy, design, art direction, and production
- Digital, social, print, broadcast, event, and mass media; search engine marketing and optimization
- Direct multimedia promotion, seminars and workshops, conferences and symposia
- External and internal corporate / associate communications; crisis communications
- Communication programs for organizational development, change, morale, and growth
- Focus groups, summit meetings, testing, opinion polls, research, and negotiations
- Tradeshows and events, presentations and speeches; educational programs with training, and certification

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**Corporate and Business Experience** in:

- Corporate alliance programs: purchasing, incentive and risk sharing, dividends, business planning and services
- Clinical / patient study program promotion and patient assessment and enrollment
- Centers of excellence programs focused on clinical, financial, business, and service excellence initiatives
- Clinical practice market outreach initiatives and community programs
- Professional conferences for education, programs, services, and support (children with special needs)
- Professional institutes / societies (laboratory professionals, healthcare safety, ozone, compliance)
- Performance Improvement Programs (PIP) developed with Joint Commission for Accreditation of Hospital Organizations (JCAHO)
- Healthcare consultative services for pharmacy, clinical lab, purchasing, supply chain and central supply, OR management, resource utilization and standardization, best practices
- Healthcare consultative services for environment, safety, and waste management, financial services, clinical resources, professional development, patient compliance, and others
- Distributor consulting services for education resources, value measurement, business growth, product support and account management services
- Value analysis (delivered value initiatives) product / service cost, use, and performance assessment
- Purchasing and value analysis team, materials management, inventory control
- Sterilization practices, infection control, risk sharing initiatives
- Healthcare performance benchmarking, account management, and continuous quality improvement programs
- Cost reduction initiatives for medication delivery and IV therapy, disease management, waste management, inventory management, anesthesia and pain management, occupational safety and infection control
- Lean six sigma, project management, change management programs and communications
- Intellectual property and security, trademark protection, copyrights, and patents
- Advanced oxidation technologies for hazardous organic pharma and biotech contaminants
- Centrifugal air sampling technologies for clean room incubation and numeration of microbial colonies
- Nonprofit corporations 501 (c) (3) for homelessness, self-sufficiency, education, employment, housing, health care, nutrition, and children with special needs [personally started two 501 (c) (3)s]
- Corporate leadership as Chairman, CEO, CMO, President, Senior Vice President, Vice President, Director, and Manager levels