

Richard B. Smith
Creative Director: Copy and Art

Clinical and Business Experience: **PARTIAL LISTING**

CLINICAL EXPERIENCE

- Created, wrote, and designed the **American Lung Association Asthma Outreach** Marketing Asthma Education and Communication Programs (6 Volumes) working with ALA, Schering Corporation, and Opinion Research Corporation
- Researched and wrote **Uncovering Nosocomial Urinary Tract Infections** for Bard Medical as research paper and poster session for *in vivo* review of bacterial adherence and biofilms related to catheterization with MM Gabriel, Ph.D., RB Simmons, Ph.D., and DG Ahern, Ph.D.
- Wrote and designed **Peripheral Arterial Disease: A Physician's Guide to Diagnosis and Patient Management** for the **Vascular Disease Foundation** with J Nunnelee, Ph.D., M Alberts, M.D., M Antani, M.D., JR Bartholomew, M.D., et al. and Bard PVI
- Worked with the **Becton Dickinson** researching, developing, and writing **SureStart Infusion Therapy Process Model for best practices**, decision-making tools (called DecisIV), clinician training and patient education for intravenous and port applications; provides mapping and analysis tools
- Wrote and designed research and clinical communications for **Ortho Biotech** for the launch of **Eprex recombinant human erythropoietin (rhEPO)** with PJ Quesenberry, M.D., University of Virginia School of Medicine and JL Spivak, M.D., Johns Hopkins University School of Medicine
- Wrote and designed clinical /professional educational programs, reimbursement programs, and **promotional materials for Procrit** (Epoetin Alpha injection) for **Ortho Biotech** for recombinant human erythropoietin subcutaneous or intravenous administration
- Wrote and designed marketing renewal materials for **RhoGAM [Rho(D) Immune Globulin (Human)]** for potentially preventing newborn deaths related to hemolytic disease protecting Rh negative women preventing more cases of hemolytic disease
- Wrote and developed original material for **bone grafting and regenerating cortical and cancellous bone for orthopaedic reconstruction** (confidential research and intellectual property: company name withheld)
- Wrote and designed the **Sharps Safety Initiative** for Becton Dickinson for creating universal healthcare worker and patient safety education, protection, and best practices working with **National Institute for Occupational Safety and Health (NIOSH)**, Janine Jagger, Ph. D., Epidemiologist, Professor of Research of Internal Medicine and Infectious Diseases, BD and University of Virginia School of Medicine, Kaiser Permanente, et al
- Developed and wrote a **clinical study for patients with moderate to severe heart failure** evaluating the safety and clinical efficacy of Cardiac Contractility Modulation technology from **Impulse Dynamics** with HN Sabbah, Ph.D., Henry Ford Health System and G Hindricks, Ph.D., Heart Centrum, Leipzig, GR
- Worked with the **Joint Commission for Accreditation of Hospital Organizations (JCAHO)** and Bard Medical for developing, designing, and writing the model for **performance improvement program** directed toward the reduction of nosocomial urinary tract infections
- Developed, wrote, and designed clinical study including computer modeling imagery of flow sequences for **Hemodynamics and Cuff Technology for Arteriovenous Access and Peripheral Bypass Grafts: An Overview of Principles and Practices** for Bard PVI with PA Stonebridge, M.D., RJ Prescott, M.D., CV Ruckley, M.D., et al.
- Wrote and designed the **B. Braun Worldwide Medication Delivery and Healthcare Safety Initiative** for creating best practices with healthcare practitioners, provider organizations, workers, and patients

- Wrote and developed for **Schering / Key Claritin** (seasonal allergic rhinitis) and **Claritin D** (long-acting / extended release) **professional launch materials** (for TGFA): *Making new strides in antihistamine therapy*
- Wrote and developed **case studies for Flair Endovascular Stent Grafting Procedures** with H Scholz, M.D., U Krueger, Ph.D., S Berman, M.D., B Dolmatch, M.D., S Trerotola, M.D., et al.; **clinical documentation** of a U.S. **multicenter randomized trial** of ePTFE encapsulated carbon-lined stent grafts
- Researched, wrote, and designed the **National BD Pediatric Safety Program** for pediatricians, healthcare professionals, parents, and children helping manage the pain and anxiety associated with invasive care and, later, wrote and marketed best practices creating a new culture of ease, trust, safety, and security for kids
- Wrote, designed, and developed **Ethicon / Ethicon Endosurgery Minimally Invasive (Endoscopic) Surgery** initiative with education, training, and **certification programs** for new techniques, implants, and instrumentation working with JB McKernan, M.D., R Fitzgibbons, Jr., M.D., BA Sulky, M.D., FACS, RP Ochs, CEO Morristown Memorial Hospital NJ, FK Ackerman, President, Geisinger Medical Center PA, and Ralph S Larsen, Chairman and CEO, **Johnson & Johnson**
- Developed **Ethicon Endosurgical Techniques** with various surgeons (for example: **Laparoscopic Cholecystectomy** (with bile duct exploration) with EH Phillips, M.D., FACS, JB McKernan, M.D., R Fitzgibbons, Jr., M.D., BA Sulky, M.D., FACS, et al and **Laparoscopic Surgery and the OR Nurse** with N Partain, M.S., RN
- Wrote and designed **Stick with Us CEU Workshop** for arteriovenous access techniques for managing hemodialysis therapy with **end stage renal disease patients** in association with **National Association of Nephrology** Technicians and Technologists and the **California Board of Registered Nursing**
- Created and designed the **OpCare: Optimal Patient Care Compliance Program for T2 Diabetes** for preventative and therapeutic compliance for advancing patient health, healing, and wellbeing with their healthcare providers, insurers, and payors based on
- Wrote, designed, and developed the **Pfizer** (Howmedica) **Hoffman External Fixation** System for orthopaedic trauma and reconstruction with clinical training, best practices, white papers, and poster sessions; later accepted and **published in Campbell's Operative Orthopaedics** (4 Volumes) WC Campbell, M.D. and AH Crenshaw, M.D.
- Wrote and designed more than 100 **surgical techniques for Howmedica** (later Stryker) **for Total Joint Reconstruction, Revision, and Trauma Procedures** for various orthopaedic surgeons, researchers, clinicians, and technicians including WH Harris, M. D., DS Hungerford, M.D., A Moore, M.D., KA Krackow, M.D., FR Thompson, M.D., ET Habermann, M.D., CS Neer, M.D., LS Borden, M.D., A Grosse, M.D., AK Hedley, M.D. F.R.C.S., RE Zickel, M.D., et al.
- Wrote **clinical reports, documentation, and summations for VenaFlo II, Distaflo, and CarboFlo vascular graft patency rates** with AJ Sorom, M.D., CB Hughes, M.D., JT McCartney, M.D., RB Rutherford, M.D., JM Panneton, M.D., PA Stonebridge, M.D., FJ Veith, M.D., RJ Prescott, M.D., CV Ruckley, M.D., LH Hollier, M.D., JM Hofer, M.D., et al.
- Wrote, designed, and published the **Orthopaedic Patient Care Manual for Nursing Practices** (3 Volumes) for reconstructive surgery, trauma management, pre-, intra-, and post-op interventions, and patient management with CM Sterns, M.S., RN, CNOR, ANPC, NA Brunner, M.S., RN, et al. from a grant by **Pfizer Hospital Products Group**

- Designed and wrote the **Anastomotic Workshop Guide: Surgical Residency Education Program** for various methods and processes for suturing vessels to vessels, grafts to vessels, cuffed grafts to vessels, and vascular patches to vessels with Impira and David Hull, M.D., Hartford, CT
- Designed and wrote clinical, test studies, and marketing materials for **ACOS (advanced chemical oxidation system) technology** for destroying hazardous organic contaminants in industrial wastewater from **pharmaceutical and biotechnology production**
- Wrote **comparative clinical study for Antimicrobial Surgical Scrubs for** chlorhexidine gluconate (CHG), chloroxylenol or para-chloro-meta-xyleneol (PCMX), iodopovidone or povidone-iodine (PVP-I), hexachlorophene, and alcohol and developed recommended **best practices for pre-surgical scrubbing**
- Wrote technical papers on **Nanocrystalline Technology** (nanotechnology) **for applications for dermatology** focusing on the quality of particle size distribution and agglomeration in aqueous and oil-based dispersions with H Sarkas, Ph.D., RM Kelly, et al.
- Directed, designed, and wrote **Reducing the Anxiety and Pain of Injections: A Guide for Managing the Pediatric Patient based** on a composite of research data, clinical studies, and subject matter expert opinion with NL Schechter, M.D., DL Wong, Ph.D., RN, CB Berde, M.D., ME Broome, RN, Ph.D., FAAN, et al.
- Designed, wrote, and developed the **Athene Society: Distinguished Laboratory Professionals Program for Achieving Excellence in Preanalytics** with Becton Dickinson Preanalytics (Vacutainer) Division
- Created, designed, and wrote **Extending Your Outlook on Safety** for the B. Braun Outlook Safety Infusion System **Medicine Rights** Program focusing on the right patient, drug, dose, route, time, and documentation for **Joint Commission for Accreditation of Hospital Organizations (JCAHO)** safety goals and prevention of IV medication errors
- Wrote and directed **“You Only Fail When You Don’t Try: The Bill Warren Story**, a PBS documentary recounting the two thousand mile solo bicycle trip across the United States by 66 year old Warren after having two artificial knee implants
- Developed, designed, and wrote Howmedica **Patient Informed Consent Program for Pfizer** complete with doctor, nurse, and patient education programs for pre-, intra-, and post-surgical patient management and recovery including patient **informed consent, testing and documentation, videos**, and other **patient and nurse tools**
- Created and developed the **Bardex IC Foley Catheter Protection from the Elements** Program for Clinical information and support, economic studies and reimbursement services, patient and nursing education, best practices, technology reports for silver / hydrogel coating applications and effectiveness, and product information
- Designed and wrote clinical materials and principles of operation as well as education and application for clean room air sampling with **Biotest Centrifugal Air Sampling Technology** as well as laboratory training for incubation and enumeration of microbial colonies
- Wrote **clinical updates for Peripheral Bypass Grafting Techniques** for healing foot ulcers, achieving limb salvage, restoring artery patency, treating femoral artery occlusion, and addressing lower extremity revascularization with B Sumpio, M.D., JR Mullins, M.D., CW Dunn, M.D., and RG Ciocca, M.D.
- Designed and wrote **Vivatone Hearing Care Instruments** professional and patient education, clinical studies and documentation as well as fitting, diagnostic, and programming tools; provided marketing and promotional materials plus corporate and brand identity working with Natan Bauman Ph.D.

- Developed a **Series of Clinical Sessions** for peripheral vascular disease state management for: **recoverable inferior vena cava filters** with AC Venbrux, M.D., **arteriovenous access grafting and nephrology** with R Provenzano, M.D., **PTA (percutaneous transluminal angioplasty) balloon dilatation catheters evaluation** with J Cynamon, M.D., **access graft limitations and possibilities** with V Mickley, M.D., **treating acute limb ischemia with ePTFE bypass grafts** with JM Panneton, M.D., and **techniques for implantation of early arteriovenous access grafts** with T Safa, M.D., et al.
- Wrote, designed, and produced several **Bard Peripheral Vascular Technical Reports** for **surgical techniques, tunneling, suturing, sizing, and trimming grafts** for implantation
- Wrote white paper **Impregnated Surgical Scrubs Improve Pre-surgical Scrub Practices** in clinical and economic terms for pre-surgical scrubbing comparing impregnated surgical scrub brushes with antimicrobial solutions dispensed to dry brushes; a clinical study in six random OR sites
- Created and developed the **Bard Medical Skin and Wound Management Program** for nursing promoting wound care best practices, products, patient services, and clinical support
- Wrote, designed, and produced three **IMPRA Vascular Surgical Techniques** for peripheral vascular bypass grafting (lower limb) and arteriovenous access grafting procedures (forearm loop and upper arm straight) with John Ross, M.D., Bamburg, SC as well as **patient self-care guides** for patient compliance, follow-up examinations, dialysis appointments, and data collection
- Develop and design clinical materials and reimbursement support for addressing **patients with Stenosis of the Central Venous System providing venous outflow and arterial graft** components with **Hemosphere** for reliable hemodialysis outflow (HERO)
- Wrote and developed **NovaSure Global Endometrial Ablation System** clinical papers and case studies for **dysfunctional uterine bleeding** using bipolar RF technology with J Abbott, M.D., R Garry, M.D., P Laberge, M.D., A Galinat, M.D., and A Brill, M.D.; developed clinician and patient promotional materials also
- Wrote and developed technical, clinical, and scientific papers for **temperature-controlled tissue sealing technology** for gynecology, urology, and general surgery; developed case studies with **SurgRX**
- Wrote clinical papers and reviews for **Infection Control using the Vectra Self-Sealing Vascular Access Graft** with MH Glickman, M.D., et al for multicenter evaluation of polyurethaneurea as graft material compared with ePTFE in hemodialysis applications
- Developed, designed, and wrote **Ohmeda** clinical and promotional materials for **specialized Suction and Oxygen Therapies** including education programs and biomedical services and support; wrote clinical support for **Suprane (desflurane, USP)** for inhalation anesthesia
- Worked with **Terumo** developing **blood oxygenation, needle and syringe, and blood collection tubes** businesses; developed **Terumo Healthcare Safety** program and worldwide **Terumo Corporate Identity**
- Worked with **Weck surgical, endovascular, and laparoscopic instrumentation, and sterilization products** developing, creating, producing marketing and clinical materials
- Worked with **Syncor Pharmacy Services for radiopharmaceuticals** and disposal services developing safety practices and security products; developed and wrote corporate identity as well policies and procedures
- Worked with **Elscint** and radiologists writing and designing technical literature and marketing for the **Elscint CT Twin Spiral Scan Technology** (promoting visualization and economic advantages of double CAT scan computer-processed tomography)

- Wrote for **Siemens Hearing instruments** creating and launching the **LifeSound Series** of hearing instruments
- Worked with **Gould Electronics** for designing and developing technical and promotional literature for Gould Systems for **cathlab diagnostics for clinical hemodynamics and electrophysiology**
- Wrote clinical papers for **DistaFlo Bypass Grafts** documenting **surgical and clinical experiences** and patient flow outcomes using cuff technology with PJ Gagne, M.D., P Kreienberg, M.D., et al
- Worked with **TissueLink, hemosealing technology**, providing clinical research, white papers, and poster sessions at AAOS for **orthopaedic procedures**; developed materials for emergency trauma care, liver resections, and other surgical procedures
- Worked with **Colin Medical Instruments for noninvasive blood pressure (NIBP)** and other vitals in the OR, recovery, ER, ICU, CCU, surgicenters, and other applications developing technical documentation, clinical support, and promotion
- Created and wrote **Seven Vital Intervention Principles for Dialysis** for assessing patients, checking pulse / trill / bruit, cannulating the graft, confirming entry and flashback, maintaining flow rates, needle removal, and achieving rapid hemostasis as best dialysis practices in posters, training sessions, and procedural manuals with J. Ross, M.D. and with nephrologists and nurses with Henry Ford Health System
- Created and wrote **Seven Vital Intervention Principles for Surgery** as a complement to Dialysis Principles for implantation of dialysis grafts with J. Ross, M.D.
- Developed the Vivexx Carotid Stent **Expanding on Life Surgeon Training and Patient Education** Program with surgical techniques, OR sizing charts, OR procedure diagram charts, patient pre- and post-surgical education, and promotional literature
- Worked with **Vistakon** a Johnson & Johnson Company for **Acuvue** (etafilcon A) soft contact lenses and **Surevue** (etafilcon A) contact lenses promotion for **clinical studies for hours of contact lens wear**
- Wrote and designed **EBI Medical Systems implantable bone healing technology** clinical documents and surgeon materials and papers with C Bassett, M.D., RJ Pawluk, M.D., RO Bleecker, M.D., et al for the science of electrical stimulation based on Yasuda and Fakuda and Wolff's law, the technology, and surgical techniques
- Developed the **Becton Dickinson Safety Protection Factor Rating System (SPF)** for Sharps Safety Collectors based on collector design, functionality, features, benefits, ease of use, protection, and overall rating for healthcare worker safety
- Further developed the **Becton Dickinson Sharps Collector Cause Marketing Program** for the immunization and access to vaccines for children throughout the world by providing education and stewardship programs, volunteerism, and donations based on purchases of sharps collectors for use in provider organizations, labs, private and specialty practices, long-term care, and home use
- Worked with **Pharmacia Deltec for implantable vascular access and epidural access ports**, percutaneous intravenous catheters, ambulatory infusion pumps (for antibiotic therapy, chemotherapy, pain management, and medical nutrition), pump accessories, and intra-surgical catheter tracking systems

HEALTHCARE BUSINESS EXPERIENCE

- Created, wrote, and designed communications and tools for **Johnson & Johnson Quality Institute** for corporate education, training, application, and continuous improvement resulting in *Making Quality Happen*, Roderick McNealy (Chapman and Hall, New York, NY; 1993)
- Worked with **BD Healthcare Consulting Services** developing and writing the portfolio of provider organization services including Supply Chain Management, Pharmacy, and Clinical Laboratory Services
- Created, designed, and wrote the **C. R. Bard Worldwide Corporate and Brand Identity** Programs, the Bard Digital Design Manuals, the Bard Corporate Alliance Program, the Bard Human Resources Programs, and Bard division marketing identity and associate brand programs
- Worked with **C. R. Bard** developing the **Corporate Alliance Program** creating corporate relationships for purchasing, incentive and risk sharing, corporate dividends, business planning, business services portfolio, and resources for hospitals, medical centers, and provider and purchasing organizations
- Created, wrote, and designed the **Caring for Kids Conferences** for moms and dads with children of special needs as well as healthcare professionals for education, programs, services, products, and support
- Worked with **Johnson & Johnson** developing **INSIGHT Customized Business Solutions** as a corporate program serving **hospitals, medical centers, and other provider and purchasing organizations** including Environmental / Waste Management Programs, Occupational Safety Programs, Materials Management Programs, Organizational Skills Development Programs, and Executive Management Programs
- Worked with **Johnson & Johnson** developing **Distributor Corporate Programs** including Education and Information Resources, Value Measurement Tools, Business Building Programs, Product Support Services, and Account Services
- Worked with **Johnson & Johnson** developing **Financial Services Programs** providing resources to help meet the financial challenges of health care
- Worked with **Johnson & Johnson** developing **Clinical Resource Library** including clinical and patient education and information resources from various J&J Companies for various therapies and disease states; the **Professional Development Courses Program** as a collection of seminars and classes to educate and challenge sales and management; and the **Distributor Video Library** for sales, promotion and motivation videos and other resources
- Worked with National Medical Care **NMC Homecare** for **home infusion and respiratory services** creating the president as the SME in national markets
- Worked with **TryUs Homecare** creating their organization as **pediatric patient care specialists** in NY / CT / NJ / PA markets and aligning with major children's hospitals
- Wrote **Johnson & Johnson Corporate and Public Relation Communications** for Sister Companies including Hospital Services, Healthcare Services, Human Resources, and Hospital / Distributor Initiatives
- Developed, designed, and wrote **Cost Reduction Initiative** program for **helping reduce costs and risks and improve savings** for purchasing, using and disposing healthcare products and services with provider organizations relative to medication delivery, IV therapy, occupational safety, disease management, waste management, inventory management, regional anesthesia, and infection control for **Becton Dickinson**

- Developed, wrote, and designed the **Johnson & Johnson Environmental Responsibility and Sustainability Cycle** Program for healthcare professionals, provider organizations, group purchasing organizations, and distributors with RE Campbell, Vice Chairman, J&J including
- Created and wrote the **Idea Submission Program** for inventors, scientists, researchers, clinicians, and other professionals for assessing and submitting innovative product and service concepts, **protecting intellectual property, establishing patents and licensing agreements**, researching the technological viability, and evaluating the commercial potential for **C. R. Bard**
- Researched and wrote **Competitive Analysis Tools for Bard Peripheral Vascular** for comparatives of features, functions, benefits, advantages, sizes, materials, delivery systems, costs, and effectiveness
- Worked with **Bard Peripheral Vascular** developing **OEM Program** for ePTFE, fabrics, balloons, stents, grafts, and other materials
- Developed **Physician Computer Network for physician-based clinical and financial information** technology for group practice management, clinical information management, managed care, electronic data interchange and system interfaces
- Worked with Pfizer – Howmedica in designing, developing, and writing the **Howmedica Signature Program** for customized orthopaedic implants designed and manufactured for special patients
- Created, marketed, and managed the **Interfaith Hospitality Network of WC**, a non-profit organization, helping low income families deal with the challenges of housing, poverty, education, health care, community, and wellbeing
- Created, marketed, and managed **Warren County Family Promise, Inc.**, a non-profit corporation, for improving neighborhoods, advancing adult and child literacy, employment assistance, and affordable housing