

VITA

Eric N. Berkowitz
Emeritus Professor
Isenberg School of Management
University of Massachusetts at Amherst
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ACADEMIC BACKGROUND

Doctor of Philosophy in Business Administration
The Ohio State University, Columbus, OH

Master of Business Administration
University of Massachusetts, Amherst, MA

Bachelor of Arts in Classics, June
University of Massachusetts, Amherst, MA

DOCTORAL DISSERTATION

An Empirical Investigation of the Field Sales Manager's Environment to Identify Elements for Performance Standards

ACADEMIC EXPERIENCE

July 1, 2017 – present Managing Director, Babson Global, Wellesley, Ma.

July 1, 2014 – June 30, 2017 Professor of Marketing, Faculty Director for e-courses, Babson Global, Babson College, Wellesley, Ma.

July 2013 – June 30, 2014 Special Assistant to the Provost for e-Learning, Babson College, Wellesley, Massachusetts

June 2011 – May 2013 Professor of Marketing, Isenberg School of Management, University of Massachusetts, Amherst

September 2004 – June 2011, Associate Dean of Professional Programs, Isenberg School of Management, The University of Massachusetts

Responsibilities/Accomplishments:

Responsible for Full-time and Part-Time (Revenue Generating) Professional MBA Programs.

- Full time program recognized as Number 4 by Princeton Review in Overall Academic Experience Nationally.
- Developed the On-Line MBA program in 2001, ranked Number 17 by Business Week.

- Full time Program Ranked #56 in 2006 U.S. News & World Report
- Increased revenue in revenue generating programs for School of Management to largest revenue generating program on Amherst campus as well as within University system

September 2004 – June 2019, Adjunct Professor, Heinz School of Public Policy, Carnegie Mellon University, Pittsburgh, Pennsylvania

September 1998 – August 2003, M.B.A. Graduate Program Director, Isenberg School of Management, The University of Massachusetts at Amherst

September 1996- August 1998, Professor, Dept. of Marketing, School of Management, University of Massachusetts, Amherst, MA

September 1984 - 1996 Professor and Head, Department of Marketing, School of Management, University of Massachusetts, Amherst, MA

September 1981 - 1984 Associate Professor of Marketing (with tenure), School of Management, University of Minnesota

1976 - August 1981 Assistant Professor of Marketing, Graduate School of Business, University of Minnesota

Courses Taught at the University of Minnesota:

Undergraduate:

Mktg. 3000 - Introductory Marketing

Mktg. 3075 - Sales Management

Mktg. 3077 - Advertising and Promotion

Graduate:

Mktg. 8000 - Basic Marketing

 Mktg. 8045 - Marketing Management

Mktg. 8095 - Marketing Research

Mktg. 8078 - Sales Management

Mktg. 8090 - Ph.D. Seminar in Marketing

Committee Assignments at Minnesota:

Graduate Student Recruiting Committee
(1976 - 1978)

Marketing Faculty Recruiting Committee
(1977, 79, 80, 82)

University Library Committee (1978)

 CBA Long Range Planning Committee (1979)

Coordinator, Ph.D. Program in Marketing
(1981 - 1983)

Courses Taught at the University of Massachusetts:

SOM 697 Critical Issues in Health Care Management
SOM 697E MBA Practicum Experience
Marketing 660 - Marketing Management

Courses Taught at the University of Massachusetts (cont.)

Marketing 762 - Marketing Research
SOM 829B - Market Research Methods
SOM 892E – Critical Issues in Health Care Management
Marketing 301 -Introductory Marketing

Committee Assignments at Massachusetts:

Chair, Committee for Chair Selection, Dept. of General Business & Finance (1987)
FSBS Dean Review Committee, Chair (1987-1988)
Nursing Program Review Committee (1991)
Provost Search Committee (1991)
Chair, Alumni Affairs Director Search Committee (1992)
Chair, University Health Services Director (1994)
Chair, SOM Reorganization Committee (1994)
Trustee Committee for University Health Care (1996)
M.B.A. Restructuring Committee (1996)
M.B.A. Curriculum Revision Committee (1997)
M.B.A. Committee (1998-present)
S.O.M. Personnel Committee (1998-2000)
Trustee Advisory Committee On Distance Education (2000-2001)
Member, Campus Distance Education Consultative Committee (2000-2001)
Distance Education Consultative Committee (2000-2001)
SOM Building Committee (1999-2002)
Chair, MBA Committee (1998 – 2011)
S.O.M. Administrative Committee, 1984-1996, 1998 – 2011
Continuing Education Advisory Committee (2008 – 2011)
University/MSP On-Line Bargaining Committee (2009-2010)
Marketing Department Personnel Committee (2011-2012)
Marketing Department Merit Committee (2012-2012)

Executive Development Teaching:

The Carlson School at the University of Minnesota
The University of Connecticut
Weatherhead School of Management, Case Western Reserve
ITAM, Mexico City

Books and Chapters in Books

Essentials of Health Care Marketing, Jones and Bartlett Publishers, 5th edition , 2021)

Health Care Market Strategy: From Planning to Action, (with Steven J. Hillestad), Jones & Bartlett Publishers, 5th^h Ed., 2020.

“Marketing and Communication” in David Nash, Raymond J. Fabius, Alexis Skoufalos, Janice L. Clarke and Melissa R. Horowitz, Population Health Management: Creating a Culture of Wellness Jones & Bartlett, 2nd ed. 2016, Chapter, 17, 2016.

Health Care Market Strategy: From Planning to Action with Steven Hillestad, 3rd ed., 2004 (Sudbury: Jones and Bartlett) previous editions published as Health Care Marketing Strategy (Aspen Publishers,, 4th ed. 2012.
(republished in Japanese edition)

”Developing a Competitive Marketing Strategy,” in Wesley Curry and Barbara Linney (eds.), Essentials of Medical Management 2003, pp. 51-73 (Tampa; American College of Physician Executives)

Health Care Market Research 1997, (Business One Irwin) 1997 with Louis Pol and Richard Thomas

Marketing with Roger Kerin and William Rudelius; Irwin, 7th Ed. (2003). (1st ed., Times Mirror-Mosby, 1986).

Marketing with Roger Kerin, Steve Hartley, William Rudelius and Frederick Crane; Irwin 5th ed. (2003), Canadian Edition. (1st edition published 1991).

Strategic Planning in Health Care Management with William Flexner and Montague Brown, Aspen Press, 1981.

"Marketing Ambulatory Care Centers: Planning Considerations and Demand Analysis," in Ambulatory Surgery, Linda Burns (ed.), (Rockville, MD: Aspen Press) 1984, Chapter 1.

Strategic Planning in Health Care Management: Marketing and Finance Perspectives with William Flexner and Montague Brown (Rockville, MD: Aspen Press), 1981.

"Marketing: It's Meaning and Application in Rehabilitation Medicine," in F. Patrick Maloney (ed.) A Primer for Rehabilitation Medicine (Philadelphia: Hanley & Belfus, Inc., 1987). pg. 247-256.

"Marketing As a Necessary Function in Health Care Management; A Philosophical Approach" Physician in Management (AAMD: Tampa), 1988.

"The Marketing of Rehabilitation Medicine: Is It Really Sales?" in F. Patrick Maloney and Richard P. Gray (ed.) Physical Medicine and Rehabilitation Medicine: State of the Art Reviews, Vol. 7, No. 2 (Philadelphia: Hanley & Belfus, Inc., 1993), pp. 267-274.

"Planning and Marketing: An External Perspective," in Jerry L. Hammon (ed.) Fundamentals of Medical Management (ACPE: Tampa, 1993), pp. 143-147.
(Revised (ACPE: Tampa, 2000), pp. 189-207.

"Marketing as a Necessary Function in Health Care Management": A Philosophical Approach," in Wesley Curry (ed.) The Physician Executive, (Tampa, ACPE, 1994), 3rd ed.

Articles

“Patient satisfaction in the era of transparency,” Marketing Health Services (Fall 2014), pp. 14-15.

“Filling in the inpatient social media gap and the impact on patient care,” Marketing Health Services, (Summer 2014), pp. 18-19.

“Generational Cohorts Hold the Key to Understanding Patients and health Care Providers: Coming –of-Age Experiences Influence Health care Behaviors for a Lifetime,” Health Marketing Quarterly, Vol. 28, No. 2 (2011), with Charles D. Schewe, pp. 190 – 204.

“Physician Management and Leadership Education at the Cleveland Clinic Foundation: Program Impact and Experience over 14 Years,” with James K. Stoller and Phillip Bailin, Journal of Medical Practice Management (January/February 2007), pp. 1-6.

“The Strategic Considerations of Marketing the GI Practice” GI Endoscopy Clinics of North America (October 2006), Vol. 16, No. 4, pp. 657-670.

“Target markets based on clinical challenges make marketing easy,” Orthopedics Today (May 2006), pp. 26, 76.

“Marketing strategy step 1: Pick a target market, then consider the costs,” Orthopedics Today (April 2006), pp.26, 94.

“Keeping Tabs on the Competition” in Oncology Issues Vol. 19, No. 1(January/February 2004), p. 44.

“Key Assets that Create Value in Healthcare,” with Roger Schenke et al., The Physician Executive (January-February 2001), Vol. 27, No. 1, pp. 6-11.

“Organizational Assets for the New Economy,” with Roger Schenke et al., The Physician Executive (November-December 2000), Vol. 26, No. 6, pp. 6-9.

"Developing a Marketing Philosophy for Endocrinology" The Endocrinologist (September/October 1998), Vol. 8, #5, pp. 347-352.

"Positioning Challenges in an Evolving Health Care Marketplace", with Robert Kauer, The Physician Executive (November/December 1997), Vol. 23, No 8, pp. 46-51.

"Successfully Competing and Winning in a Managed Care Marketplace", Cancer Management (May/June 1998), pp. 2-7.

"The Evolving Health Care Marketplace: How Important is the Patient?" Bioethics Forum Vol. 12, No.2(Summer 1996).

"Marketing the Pathology Practice", Archives of Pathology & Laboratory Medicine, Vol. 119, No. 7 (July 1995)

"Selecting Your Customers: A Key Step in Strategic Planning," RBMA Bulletin, Vol. 29, No. 9 (September/October 1994), pp. 9-11.

"A Qualitative Study About Breast Cancer Screening in Older Women: Implications for Research," with Jane Zapka, Journal of Gerontology, Vol. 47 (November 1992).

"Marketing Radiology in the 1990's: A Competitive Challenge," RBMA Bulletin (October 1991).

"Health Care Marketing in the 21st Century: The Strategic Challenge," MPR Exchange, Vol. 17 (September/October 1991).

"Breast Cancer Screening in Older Women: A Qualitative Study" with Jane Zapka presented NCI Meeting on Screening, July 1990; Stockbridge, MA.

"Building An Effective Marketing Orientation: A Road Map for Hospitals," with Steve Diamond, Journal of Medical Practice Management Winter 1990.

"Changing Physician Attitudes in Medical Marketing," with Richard Wright and Louis Raho, Health Care Marketing Quarterly Vol. 3, No. 2, 1989.

"Marketing the Clinical Laboratory: An External Perspective," Clinical Laboratory Management Review Vol. 1, No. 3 (May/June 1987), pp. 133-145.

"Distribution Strategies: A Tool for Gaining Competitive Advantage in Health Care," with Steven L. Diamond and Michael B. Packer, Proceedings, Academy of Health Services Marketing, American Marketing Association, 1986.

"Survival Strategies for HMO's," Journal of Ambulatory Care Management (November 1984). Reprinted in Norder Goldfield and Seth B. Goldsmith, Alternative Delivery Systems, (Rockville; Aspen Press, 1987); reprinted in Seth B Goldsmith (ed.) Marketing Ambulatory Care (Rockville; Aspen Press, 1995)

"The Coming Revolution in Health Care," Massachusetts Business and Economic Report (Winter 1985).

"A Changing Competitive Climate ... Is your community the next Minneapolis - St. Paul?" Strategic Healthcare Marketing (February 1985).

"Consumer Decision Making and Perceived Decision Freedom," with John Walton, Proceedings, Association for Consumer Research, 1984.

"The Quality of Sample Descriptions in Marketing Research: A Content Analysis," with Susan Heckler, Proceedings, American Marketing Association, 1984.

"A Market Model of An Instructional System in Management Education,' with Steven Hartley, Proceedings, Academy of Marketing Science, 1984.

"Gut Issues in Strategy Development," Group Practice Journal, (July/August 1984).

"Identifying Membership Strategies: An Investigation of University Alumni, with Steven W. Hartley, Proceedings, 1983 AMA Annual Meetings.

"Information Needs for Comparative Pricing Decision," with John Walton, Proceedings, 1983, AMA Annual Meetings.

"Hospital Advertising: Practice Makes Perfect," Hospital Public Relations, Vol. 9, No. 2 (March-April 1983).

"Consumer Input to Clinic Site Location," with Steven Hillestad, Group Practice Journal (March 1983).

"The Future of Hospital Advertising: A Hospital Perspective, with Steven Hillestad, *Journal of Health Care Marketing*, Vol. 2, No. 3 (Summer 1982).

"Marketing -- Public Relations: A New Arena for Hospital Conflict," with Steven Hillestad and Pamela Effertz, *Health Care Planning and Marketing*, Vol. 1, No. 4 (January 1982).

"Marketing the Hospital of the Future," Proceedings, Executive Symposium, University of Iowa (1982).

"Evolution of a Tripartite of Hospital Selection," with Steven Hillestad, Proceedings, Association for Consumer Research, 1982. Reprinted in Ambulatory Surgery Anthology (Association of Operating Room Nurses, Denver, 1987).

"Hospital Executives Need Marketing Tools to Meet Competition Challenges," with Steven G. Hillestad, in *Modern Healthcare*, Vol. 12, No. 1 (January 1982).

"Understanding the Environment: A New Consideration for Sales force Performance," with James L. Ginter, Proceedings, 1981 National AIDS. Cited: Co-winner of outstanding Conference Paper in Marketing.

"Marketing Ambulatory Care Centers: Planning Considerations and Demand Analysis," *Journal of Ambulatory Care Management*, Vol. 4, No. 3 (August 1981).

"Health Care Organizations and Competition: Myths, Shibboleths, and Realities," in *Medical Director*, Vol. 6, No. 6 (September-October, 1981).

"Survey Predicts Increased Use of Hospital Advertising," with Steven Hillestad and Pamela Effertz in *Hospital Public Relations*, Vol. 7, No. 4 (September-October 1981).

"Marketing Research: A Necessary Prerequisite for Successful Planning," *Medical Director*, Vol. 6, No. 4 (July-August 1981).

"Managing Health Care Services in a Changing Environment," *Medical Director*, Vol. 6, No. 1 (March-April 1981).

"Health Care Marketing: Issues for Future Development," in James H. Donnelly and William R. George (eds.) Marketing of Services, American Marketing Association, 1981.

"Media and Message Strategies: Consumer Input for Hospital Advertising," with William Flexner, *Health Care Management Review*, Vol. 6, No. 1 (Winter 1981).

"The Market for Health Services: Is There a Non Traditional Consumer?" with William Flexner, *Journal of Health Care Marketing*, Vol. 1, No. 1 (Winter 1980-81).

"Contextual Influences on Consumer Price Responses: An Experimental Analysis," with John R. Walton, *Journal of Marketing Research* (August 1980).

"UPC Scanning: Consumer Responses to Technological Change," with Michael Pommer and John R. Walton, *Journal of Retailing*, Vol. 56, No. 2 (Summer 1980).

"Ethical Problems of Field Sales Personnel," with Alan J. Dubinsky and William Rudelius, M.S.U. Business Topics (Summer 1980). Reprinted in IDORT: Revista Brasileira de Productividade, ano: XLIX, n: 584-586 (October-December 1980).

"Role Theory, Attitudinal Constructs, and Actual Performance: A Measurement Issue," Journal of Applied Psychology, Vol. 65, No. 2 (1980), 240-245. Reprinted in: Research Perspectives on the Performance of Salespeople, Neil Ford, Orville C. Walker, Jr., Gilbert A. Churchill, Jr. (eds.), Marketing Science Institute (Cambridge, MA, 1983).

"Demographics of Life Styles? A Comparison of Approaches for Segmenting the Market for Bank Credit Cards," with Orville C. Walker, Jr., and John R. Walton, in John C. Hershauer (eds.), Proceedings, 1980 AIDS National Meeting.

"Advertising of Hospital Services: A Consumer Perspective," with William A. Flexner, Proceedings, 1980 National Conference, American Academy of Advertising.

"Discussant Comments on Consumer Perceptions," in Kent Monroe (ed), Proceedings, 1980 Association for Consumer Research.

"Marketing Research in Health Services Planning: A Model," with William A. Flexner, Public Health Reports, Vol. 94, No. 6 (November-December 1979). Reprinted in: Cases and Readings for Marketing for Non-Profit Organizations, Philip Kotler, O. C. Ferrell, and Charles Lamb (eds.) (NJ: Prentice-Hall), 1983).

"Consumer Behavior and Perceived Decision Freedom: A Re-examination," with John Walton, Ivan Ross, Markee Cvar, Journal of Applied Psychology, Vol. 64, No. 5 (1979), 472-476.

"In-Home Food Shoppers: The Market for Innovative Food Distribution Systems," with John R. Walton and Orville C. Walker, Jr., Journal of Retailing, Vol. 55, No. 2 (Summer 1979).

"Sales Compensation: Scheduling Strategies for Improved Performance," with Alan Dubinsky, Industrial Marketing Management, Vol. 8, No. 1 (January 1979).

"In Search of New Hospital Markets: An Analysis of the Have No Physician Segment," with William Flexner in Neil Beck with et al. (eds.), Proceedings (American Marketing Association, 1979).

"A Multivariate Analysis of Price-Related Responses to Simulated Newspaper Advertisements," Proceedings (American Institute of Decision Sciences, 1979).

"The Structure of Consumer Responses to Newspaper Price Advertisements," in Jerry Olson (ed.) Advances in Consumer Research, Vol. 7 (Association for Consumer Research, 1979).

"Food Ingredient Labeling: The Effects of Disclosure on Consumer Product Evaluation," with James F. Kammen, in Howard Gitlow and Edward E. Wheatley (eds.) Developments in Marketing Science, Vol. 2 (Academy of Marketing Science, 1979).

"Health Care Consumers: A Market Segmentation Approach to Hospital Planning," with William A. Flexner, in Robert Cerveny and Chantee Lewis (eds.), AIDS Proceedings, (American Institute of Decision Sciences, 1979).

Articles (cont.)

"Patient Recruitment and Retention: A Preliminary Report," with William A. Flexner, Medical Director, Vol. 4, No. 1 (January-February 1979).

"A Diagnostic Study of Sales Manager Efficiency," *Industrial Marketing Management*, Vol. 7, No. 5, (October 1978).

"The Marketing Audit: A Tool for Health Services Organizations," with William A. Flexner, *Health Care Management Review*, Vol. 3, No. 4 (Fall 1978). Reprinted in: Health Care Marketing: Issues and Trends, Philip D. Cooper (eds.), Aspen Press (1979); Cases and Readings for Marketing for Non-profit Organizations, Philip Kotler, O. C. Ferrell, and Charles Lamb (eds.) (NJ: Prentice-Hall, 1983).

"Time Management of Sales Managers," with James L. Ginter, *Industrial Marketing Management*, Vol. 7, No. 4 (August, 1978).

"Organizational Perceptions of Sales Managers," *Industrial Marketing Management*, Vol. 7, No. 1 (February 1978).

"The Effects of Choice Complexity and Decision Freedom on Consumer Choice Behavior," with John R. Walton, in William Wilkie (ed.) Advances in Consumer Research (Association for Consumer Research, 1978).

"Retail Image Research; A Case of Significant Unrealized Potential," with Terry Deutscher and Robert Hansen in Subhash C. Jain (ed.) Research Frontiers in Marketing Dialogues and Directions (American Marketing Association, 1978).

"Information Processing and the Innovative Consumer," with John Walton and Clark Leavitt, in Robert Ebert, Robert Monroe, and Kenneth J. Roering (eds.) AIDS Proceedings (American Institute of Decision Sciences, 1978).

"Consumer Satisfaction with the Micro Marketing System: Empirical Support of a Satisfaction Model," with John R. Walton and Orville Walker, in George Day and H. Keith Hunt (eds.) New Dimensions in Consumer Satisfaction and Complaining Behavior, Proceedings of the 3rd Annual Conference of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 1978.

"The Structure of Consumer Responses to Price Cues," with John Walton and Rogene Buchholz, Proceedings (Academy of Marketing Science, 1978).

"Time Allocation, Perceptions, and Performance of Industrial Field Sales Managers," with James L. Ginter, in Jack Meredith and Paul Swanson (eds.) Proceedings, 1978 Midwest AIDS meetings, Cincinnati.

"Institutional Positioning: A Dynamic Concept for Retailing Strategy," with Robert Hansen and Terry Deutscher, *Journal of the Academy of Marketing Science*, Vol. 5, No. 3 (Summer, 1977).

"An Investigation of the Effects of Specific usage Situations on the Prediction of Consumer Choice Behavior," with James L. Ginter and W. Wayne Talarzyk in Barnett A. Greenberg and Danny N. Bellenger (eds.) Contemporary Marketing Thoughts (American Marketing Association, 1977).

"So They Say You Should Hire a Medical Director," with William A. Flexner, Medical Director, Vol. 2, No. 6 (November-December 1977).

"An Investigation of Alternative Indicators of Attribute Saliency and Their Effects of the Size of the Attribute Set in the Multi-Attitudinal Model," with James Ginter and W. Wayne Talarzyk in Kenneth Bernhardt (ed.) Marketing 1776-1976 and Beyond (American Marketing Association, 1976).

Academic Presentations

Key Note "The New Health Care Challenges," International Health and Care Conference, IPAM, Porto, Portugal, March 2007.

"Guideposts for Market Evolution." Sixth Annual Group Practice Conference, MGMA/Alliance for Health Care Marketing and Strategy, September 1994.

"Relationship Marketing Strategies Under Health Care Reform," 2nd Research Conference on Relationship Marketing, American Marketing Association, June 1994.

"Building a Marketing Orientation: A Road Map for Health Care Organizations," Academy for Health Services Marketing, American Marketing Association, San Diego, March 1987.

"A Consumer-Based Model for Clinic Site Locations," with Steven Hillestad, 1983 Western AIDS Meeting.

"Modeling the Critical Linkages Between Store Image, Store Patronage and Retail Strategy," with Robert A. Hansen, 1982 Joint National Meeting, ORSA/TIMS.
Presentations (continued)

"Health Care Organizations and Competition: The Impact of a Changing Environment," 41st Meeting of the Academy of Management, San Diego, August 1981.

"The Effects of Semantic and Comparison Price Cues on Consumer Response," with John Walton and Roger Buchholz, Midwest Marketing Association Meetings, April 1978, Chicago.

"Validation of the Consumer Creativity Scale," with John Walton and Clark Leavitt, American Psychological Association National Meetings, 1978, Toronto.

"A Priority Sequence Decision Model of Industrial Purchasing Using Transitional Transactional Simulation," with Richard J. Semenik, presented at the ORSA/TIMS Joint National Meeting, October, 1974.

HONORS AND AWARDS

Outstanding Teacher, Isenberg School of Management, University of Massachusetts, 1997.

Frank K. Weaver Award for Contributions to the Field of Health Care Marketing, Alliance for Health Care Marketing and Strategy.

Who's Who in American Education, 8th ed.

Who's Who in Finance and Industry, 25th ed.

Who's Who Among Emerging Leaders, 2nd ed., 3rd. ed., 4th ed.

Honorary Member, American Academy of Medical Directors, 1985.

Teacher of the Year, 1979, 1984
College of Business Administration
University of Minnesota

University Fellowship, The Ohio State University, 1975

A.M.A. Doctoral Consortium Fellow, 1975

Beta Gamma Sigma - Business Honor Society, 1973

PROFESSIONAL SERVICE

Editor, Alliance for Health Care Marketing Trend Watch (1994-1997)

Board of Trustees, Cooley Dickinson Hospital, Northampton, Mass. (1996-2011)
Chair of the Board (2008-2011)

Board of Trustees, Reliant Medical Group, Worcester, Ma. (2009 –2018)

Member, Executive Advisory Committee, Health Systems Management Center, Weatherhead School of Management, Case Western Reserve University (1998-2004).

Faculty Advisor, Board of Directors, Health Care Manufacturing Council (2006-2008).

Post President, Alliance for Health Care Strategy and Marketing

Editor, Journal of Health Care Marketing (1989-1992)

Board of Directors, Alliance for Health Care Marketing and Strategy (1993-1995)

Board of Directors, Academy of Health Services, American Marketing Association (1986-1994)

Board of Directors, American Marketing Association (1992-1994)

Editorial Review Boards:

International Journal of Health Management and Tourism 2015 – 2018

Innovative Marketing 2010 - 2018

The Healthcare Strategist, 1996 – 2010

Journal of Health and Human Resources (1988-1990)

Journal of Retailing (1981-1986)

Journal of Health Care Marketing (1984-1992)

Journal of Personal Selling and Sales Management (1985-1988)

Journal of Medical Practice Management (1989-1994)

Strategic Health Care Marketing (1984-1987)

Health Care Planning and Marketing (1981-82)

Health Faculty Advisory Board, American Express (1990)

Reviewer for Services Marketing Tract and for Marketing Institutions and Marketing Mix Tract 1982 Annual Meetings, American Marketing Association.

Reviewer for Consumer Behavior Session and Public Policy Session 1982 Annual Meetings, American Marketing Association.

Reviewer for Public Policy Session American Marketing Association, Special Conference on Service Marketing, 1981.

Reviewer for Health Care Marketing Session 1981, "Marketing of Professional Services," Meetings, Marketing Association.

Reviewer for Competitive Paper Session 1980 Annual Meetings, Association for Consumer Research.

Reviewer for Doctoral Dissertation Awards 1980 Annual Meetings, Academy of Marketing Science.

Tract Chairperson, Consumer Behavior, Annual Meetings, Academy of Marketing Science, 1985.

Chairperson, Marketing Strategy in Services, Annual Meetings, American Marketing Association, 1984.

Chairperson, Session on Service and Nonprofit Markets 1982 Annual Meetings, American Marketing Association.

Chairperson, Session on "The Changing View of the Health Care Consumer," Association for Consumer Research, Health Care Conference, 1982.

Discussant for Competitive paper Session on Consumer Decision Making 1981 Annual Meetings, American Marketing Association.

Chairperson, Promotional Strategy Session, 1981 Academy of Marketing Sciences Meetings.

Panel Member on, "The Teaching of Non Profit Marketing," 1981 American Marketing Association, Special Conference on Services Marketing.

Chairperson, "Health Care Marketing Session," 1981 American Marketing Association, Special Conferences on Services Marketing.

Discussant for Competitive paper Session on Consumer Perceptions 1980 Annual Meetings, Association for Consumer Research.

Discussant for Competitive Papers on Retailing Research 1979 National AIDS Meetings, New Orleans.

Session Leader on Marketing the Professions 1979 Academy of Marketing Science, National Meetings, Miami, FL.

Selected Presentations

"The Morphing Market What is A GI Practice to Do? Transparency, Social Media and Health Reform," American Society of Gastrointestinal Endoscopy, Chicago, August 2012.

"Five Things to Know about ACOs," Medical Grand Rounds Presentation, Premier Health System, Dayton, Ohio, February 2012.

"Marketing and Strategic Planning" American Academy of Orthopedic Surgeons," 2012 Annual Meeting, San Francisco, February 2012

Changing Cohorts: The Implications for Nursing Management & Patient Care
Triad Hospitals Annual Nurse Conference (August 2005), Dallas, Texas

"Marketing your Orthopedic Practice" Utah State Orthopedic Society (September 2003)

Keynote address "Strategic Planning and the tools to Carry out the Plan," Stratum Med Inc. 2002 Leadership Summit, Oak Brook, September 20, 2002

"How to Communicate your medical skills to patients and referral physicians," Career Opportunities in oncology, NOCR Meeting, Atlanta, October 13, 2002

Ortho/Pharmacia Administrators Meeting, Network for Oncology research and Communication, San Francisco, May 2002, "marketing the Practice"

Keynote Address, Annual Meeting, Independent Hospital Network, "The Changing Consumer Market", Canton, Ohio May 2002

Keynote Speaker, "Recruiting, retaining, and Relating to Today's New Physician," 8th Annual Conference, Michigan Recruitment and retention Network, May 2002

Keynote Address, "Marketing in a Changing Health Care Environment," 21st Annual Head Nurse Workshop, Veteran's Administration, VISN 1, Sturbridge, Ma. May 2002

"Strategic Positioning and Marketing" American Academy of Orthopedic Surgeons, 69th Annual Meeting, February 2002, Dallas

"Delivering Customer Value", Annual Medical Staff Dinner, St. Luke's Health System, Kansas City, Mo. September 2001

“The Business of Oncology”, Network for Oncology and Communication Research, New York, February, 2000
“The New Health Care Consumer--Annual Meeting, Valley Children’s Medical Center, Fresno Calif. November 2000

“Marketing for Tomorrow” Bristol Meyers Squibb, Oncology Program, St. Louis, October 2000

“Marketing the Medical Practice,” Connecticut MGMA, November 2000

“Marketing your medical practice” Career Opportunities in the Practice of Oncology, Atlanta, October 2000

Keynote address: New England Society of Public Relations & Marketing, Sturbridge, September 2000

“Your Oncology Practice—What is your competitive advantage?” Kaiser Permanente, Oncology Symposium, June 2001, Anaheim, Calif.

“Oncology Career Opportunities—what are the options?” Third Annual Oncology Fellow Retreat, Adventist Oncology, Colorado Springs, August 2001

“Leading Beyond the Bottom Line” American College of Physician Executives, Boston, July 2001

“Marketing in a Changing Health Care Environment,” Executive Leadership Conference, Veteran’s Administration, Brockton, Mass., January 2000

“Responding to a Changing Health Care Market,” Dartmouth Medical Center, conference titled “Victims to Leaders-Tools for Success in the Changing Landscape of Medicine,” November 20, 1999

“Marketing Challenges in Health Care, 1999 VHA Annual Physician Leadership Forum, October 1999

Keynote speaker—, “The New Healthcare Consumer,” 1999 Governance Institute, Sutter Health System, San Francisco, November 1999

“Current Trends in Consumerism,” Baptist Health System Medical Leadership Retreat, October 1999, Pensacola, Florida

"Marketing & Medicine", The Wisconsin Society of Anesthesiologists", September 1997, Green Lake, Wisconsin.

"The Changing Health Care marketplace" Hillcrest Medical Center, Annual Medical Staff Retreat, September 1997.

"Marketing a Niche Product", Dale Medical Products, Annual Sales Meeting, Chicago, September 1997.

"Changing Relationships Among Hospitals, Physicians, and Managed Care Companies", HIDA, Annual Meeting September 1997, Chicago.

Keynote address: "successfully Competing and Winning" Association of Cancer Executives, Annual Meeting February 1998, Atlanta

Keynote address: "The Marketing Box", Association of Community Cancer Centers, 24th Annual Meeting, March 1998, Washington, D.C.

"Superior Strategic Thinking: Building Competitive Advantage in Healthcare, Wisconsin Forum for Healthcare Strategy (May 7, 1998), Milwaukee.

"Marketing the Pathology Practice," Annual Meeting, Ohio Society of Pathology, February 1997, Columbus, Ohio.

"The Changing Health Care Market," Annual Meeting, Metropolitan Boston Society of Planning and Marketing, February 1997, Boston, MA.

Keynote Address: "The Coming Marketing Revolution in Managed Care," Missouri Hospital Association, November 1996.

"Marketing Strategies in a Managed Care Environment" Kansas Hospital Association, Annual Meeting, November 1996.

Keynote Address: "The Future of Health Care Marketing", Association of Community Cancer Centers, 22nd Annual Meeting, Washington, D.C. March 1996.

"Marketing Challenges in Managed Care", The Leadership Institute, Annual Meeting, Chicago, August 1996.

"Meeting the Market Challenges", Annual Meeting, Western Pre-paid Health Care Plans of Blue Cross Blue Shield, Seattle, Wa., September 1995

"Marketing Strategies of Hospice," Ohio Hospice Association, 17th Annual Meeting, September 1995

"Meeting the Marketing Challenge," CEO Summit, Chicago Society of Association Executives, September 1995

"Brand Equity Strategies," Western Regional Alliance for Health Care Strategy and Marketing, Phoenix, Ar. May 1995

"The Changing Competitive Climate," College of American pathology, House of Delegates, April 1995.

"Marketing Public Health" Georgia Public Health Association, Annual Meeting, May 1995.

"Marketing Your Radiation Oncology Practice in the New Paradigm of Managed Care", 1995 Annual Conference of the Association of Free Standing Radiation Oncology Ctres., Washington, D.C. April 1995.

"Out of the Box Thinking: Continuing the Paradigm Shift", 24th Annual Conference, National Society for Patient Representation and Consumer Affairs, New Orleans, October 1995.

"Marketing Strategy in a New Health Care Climate" Northeast Ohio, ACHE Meeting, January 1995.

"Marketing Dermatology in an Era of Reform," Advances in Dermatology, Conference, NYU Medical Center, November, 1994.

"Developing a Market Plan for Health Care Services," Department of Veteran Affairs, Mental Health Management Conference, Chicago, September 1994.

"Marketing for O.R. Services," Spring Symposium, Operating Room Management, Boston, March 1994.

"Marketing Cancer Programs to Managed Care" 19th Annual Meeting, Assoc. Community Cancer Centers, Washington, D.C., March 1993.

"Responding to Managed Care," Massachusetts Psychological Association, Farmington, Mass, November 1993.

Marketing Cancer Programs and Practices in an Era of Health Care Reform," plenary session, Association of Community Cancer Centers, National Oncology Economics Conference, San Francisco, September 1993.

"Marketing the Radiation Oncology Service, " Society for Radiation Oncology Administrators, San Diego, November 1992.

"Where Do We Go From Here," Massachusetts Medical Group Practice Meeting, May 1992.

"The Future Marketing Challenges," American Association of Health Care Consultants, Chicago, IL. March 1992.

"Marketing Cancer Programs," Association of Community Cancer Centers, Fall Leadership Conference, 1991.

"The Changing Environment of Health Care," Carolinas ASHPRM Meeting, November 1991.

"Positioning the Group Practice," Connecticut MGMA, June 1991.

Keynote address, "Marketing in the 21st Century," Midwest MGMA, Chicago, IL, July 1991.

Keynote address, "Marketing the Rehabilitation Facility," National Association of Rehabilitation Facilities, Chicago, June 1991.

"Marketing the Medical Group Practice," Kansas Chapter MGMA, September 1990.
Selected educational speeches (cont.)

"The Changing Face of Healthcare," Toledo Chapter American Marketing Association, February, 1990.

"Facing Future Competitive Challenges Strategically," 6th Annual Conference Ophthalmology Assembly, MGMA, Chicago, April 1990.

"Marketing the Radiology Practices," Radiology Business Managers Association, Orlando, May 1990.

"Positioning the Group Practice for the Future," Anesthesiology Assembly, MGMA, New Orleans, May 1990.

"Positioning An Academic Practice for Today's competitive Environment," Academic Practice Assembly, MGMA, April, 1989.

"Marketing Strategies for Managed Care," Health Trust, Nashville, Tenn., August 1989.

"Marketing Academic Medical Centers," U.S.C. Medical Leadership Retreat, June 1989.

"Marketing Strategy and Analysis," Annual Meeting, Medical Group Management Association, October 1986.

"Health Care Economics" Annual Meeting, American Group Practice Association, 37th Annual Conference, November 1986.

Keynote Address, "Group Practice: The Solution for Competitive Success," 1986 MGMA Western Section, Seattle, June 1986.

"Maximize Your Market Share Using Strategic Marketing," 1986, Delbert L. Pugh Conference, Ohio State University Hospitals, December 1986.

"Healthcare Marketing in Competitive Times," Oncology Economics Seminar, Association of Community Cancer Centers, September 1986.

"Changing Marketing Strategies," South Carolina Association of Medical Managers, April 1986.

"Keynote address, "The Changing Environment in Health Care," Ohio Medical Record Association, 6th Annual Meeting, April 1986.

"Changing Health Care practice," Medical Grand Rounds, The University of Louisville Hospitals, February 1986.

"Winning and Losing in a Competitive Marketplace," 10th Annual Minnesota Hospitals Trustee Conference," St. Paul, may 1986.

"Selling Medicine," X Annual Meeting, American Academy of Medical Directors, Hilton Head, SC, May 1985.

"Marketing the Nurse Executive," American Hospital Association, Annual Meeting, Denver, 1984.

"The Future of Health Care Competition," American Red Cross Leadership Council Meeting, Washington, 1984.

"The Role of the Nurse Administrator in Marketing," Arizona Hospital Association, May 1984.

"The Challenge to Group Practice Marketing," AGPA Annual Meeting, 1983.

"Competitive Challenges in the New Marketplace," Annual Meeting, Upper Great Lakes Hospital Council, 1983.

"Medical Future Shock - The Consumer's Emerging Role," Colorado Medical Society, 1983 Annual Meetings.

"The Changing Economics of Health Care," District I, American College of Obstetricians and Gynecologists.

"Measuring Advertising Effectiveness," 1983 Annual Meetings, American Hospital Association Society of Public Relations.

"The Role of the Nurse Executive,' Annual Meetings of American Academy of Ambulatory Nursing Executives, March 1983.

"Marketing Case Studies," Medical Group Management Association, 56th Annual Conference, October 1982.

"How Physicians and Consumers Choose Group Practices,' American Group Practice Association National Meetings, September 1982.

American Marketing Association, School of Marketing, Instructor for Services Marketing, University of Wisconsin, August 1982.

Indiana Public Schools, Executive Fellows Program, Marketing Faculty Presenter, June 1982.

"Marketing the Hospital: A New Arena," Hospital Council of Southern Minnesota, May 1982.

"Building a Medical Practice," Primary Medical Management of Humana, May 1982.

"Hospital Marketing Strategies," Shephard-Pratt Hospital, April 1982.

"The Impact of Marketing on Public Health," Public Health Forum, Minneapolis Department of Public Health, March 1982.

"Hospitals and the Marketplace," Annual Meeting, New England Public Relations Association, March 1982.

"Developing Marketing Strategies," The National Institute on Health Care, American Academy of Medical Directors, November 1981.

"The Future of Marketing in Healthcare," Executive Symposium, the Graduate Program of Hospital Administration, The University of Iowa, September 1981.

"Strategies for Nurse Recruitment," Hospital Association of Rhode Island, June 1981.

Sixth Annual Conference on Health Care Leadership, American Academy of Medical Directors, May 1981.

"Long Range Planning and Marketing," Public Relations Society of Health Care Organizations, April 1981.

National Association of Private Psychiatric Hospitals 2nd Annual P.R. Conference, February 1981.

Mid-Year Conference, Tennessee Hospital Association, March 1981.

Forum for Nurse Administration, Hospital Council of Pennsylvania, September 1980.

Physician in Management Seminar Series, American Academy of Medical Directors, 1980-present.

The Hospital Council of Western Pennsylvania, December 1980.

"Facing Increasing Competition," The National Institute on Health Care, American Academy of Medical Directors, November 1979.

Bush Public Schools Executive Fellows Program, Marketing Faculty Presenter, 1979-present.

"College Alumni Offices and the Role of Marketing," Big Ten Alumni Conference, June 1979.

"Marketing the Ambulatory Surgical Center," American Hospital Association, Washington, DC, June 1979, November 1980, February 1981.

"Marketing and Advertising for Health Care," American Academy of Medical Directors, Annual Meetings, San Diego, 1979.

"Marketing Research and Health Services," University of Wisconsin Extension Division, April 1979.

"Measuring Patient Satisfaction," Mid-Year Conference, American Academy of Medical Directors, November 1978.

"Marketing for Non-Marketing Managers," Continuing Business Education, University of Minnesota, 1977-78.

Annual Meeting, Minnesota Association of Health Care Facilities, September 1978.

Center for Long Term Care Administration, University of Minnesota, 1978-present.

Health Care Systems Seminar Series, Continuing Education and Extension, University of Minnesota, March, 1978.

Institute of Hospital Administration, Minnesota Hospital Association, March 1978.
Selected educational speeches (cont.)

American Academy of Medical Directors, Cost Mesa, CA, January 1978.