

CURRICULUM VITAE

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Citizenship	United States of America
Home Address	Bowie, Md., U.S.A.
Credentials	Medical License (Georgia and Maryland) Federal DEA Number Certification of Basic Life Support (BLS) Certification of Pediatric Advanced Life Support (PALS)
Board Certification	Diplomat of the American Board of Pediatrics, October 1999, Recertified October 2016

PUBLIC HEALTH EXPERIENCE:

March 2020 to present

Educator and Subject Matter Expert
Owner, YB Consultants, LLC

- Provide subject matter and technical expertise to international, national, and local organizations; create content, develop and present training materials (webinars, e-modules, infographics, social media messaging, podcasts), and talking points for healthcare providers, community organizers, trusted messengers, and the general public.
 - Clients include:
 - Association Immunization Managers (AIM), www.immunizationmanagers.org
 - Immunization Action Coalition, www.immunize.org o Georgia Chapter, American Academy of Pediatrics
 - American Academy of Pediatrics (National)
 - National Minority Quality Program, Center for Sustainable Health Care Quality and Equity, www.nmqf.org
 - New Hampshire Public Health Association
 - World Health Organization-EURO
- Conduct live and virtual training for clinical staff in healthcare settings and the general public, seminars in immunization education and clinical skills enhancement.
- Develop workplace guidelines, policies, and procedures for clinical staff in primary care practice settings
- Serve as panelist/presenter for community training/presentations: see the applicable section in CV, **PRESENTATIONS AND TRAINING (MARCH 2020 – PRESENT)**

October 2020 to present (remote) Immunization

Subject Matter Expert (SME)

Association of Immunization Managers, Rockville, Md.

CDC's Racial and Ethnic Approaches to Community Health (REACH) program Supervisor:

Purnima Unni (punni@immunizationmanagers.org)

Contractor

- Develop content, messaging and training on COVID-19 and influenza disease and vaccination for healthcare providers and the general public: webinars, infographics, talking points, social medial messaging, Q and A documents
- Provide guidance and expertise on increasing influenza and COVID-19 vaccination rates in racial and ethnic groups experiencing disparities in vaccination rates
- Develop and execute group learning sessions (webinars, SME office-hour sessions)
- Develop content for e-modules for 'train the trainer' and general public audiences on COVID-19 and influenza disease and vaccinations
- Develop content for and hosted the podcast series: REACHing for Vaccine Equity to discuss how individuals living with chronic health conditions can continue to thrive with the preventive power of getting vaccinated and adopting healthy behaviors
- Facilitate connections across the public health network

Fall 2023 (remote)

Content Developer, Contractor

New Hampshire Public Health Association (NHPHA)

Supervisor: Hanan Bedri (hbedri@nhpha.org)

Development of Digital Vaccine Messaging Toolkit for Fall 2023

- Performed Environmental Scan
- Conducted Listening Session
- Conducted Message Testing
- Developed a Toolkit focused on preventing Fall Respiratory Diseases
 - Key messages
 - Social media messages and graphics
 - Talking points

March 2020 to present (Atlanta)

Immunization Educator, EPIC Program

Georgia Chapter of the American Academy of Pediatrics

Supervisor: Cordia Starling (cstarling@gaaap.org)

Contractor

- Present and moderate virtual immunization training to pediatric offices, local and state entities
- Develop immunization training for the program (COVID-19 and all vaccines)
- Appointment as Chair EPIC Program (September 2020)
- Appointment as Chapter Immunization Representative to the AAP (February 2022)

- Serve as Physician Lead for Quality Improvement Initiatives providing technical expertise and presentations; National AAP and Georgia Chapter AAP initiatives utilizing the PDSA (Plan-Do-Study-Act) model of change to improve childhood and adolescent immunization rates among pediatric practices in Georgia
- Advisory Board member, the Quality Improvement Education Advisory Group, American Academy of Pediatrics (appointed December 2022)
- Faculty, ECHO Session, National AAP (January – June 2023), to address state-level pediatric and adolescent immunization priorities and identify opportunities in the state to expand partnerships to increase vaccination rates and improve the health of children

November 2021 to present (remote)

Immunization Subject Matter Expert (SME)

Immunize.org (formerly Immunization Action Coalition)

Supervisor: Kelly Moore, MD, MPH, (Kelly.moore@immunize.org)

Contractor

- Serve as one of the *Ask the Experts*, Immunization Action Coalition/Immunize.org, providing practical written immunization guidance for immunization staff nationwide

July 2021 to present (remote)

Immunization Health Champion

National Minority Quality Forum, Center for Sustainable Health Care Quality and Equity (NMQFSHC)

- Participate in monthly collaborative meetings to develop training webinars for the general public and trusted messengers on adult immunizations
- Present webinars for varying audiences
- Provide technical expertise on immunizations
- Advisory Board Member, CDC Cooperative Agreement on Equity and Vaccines, Center for Sustainable Health Care Quality and Equity, National Minority Quality Forum (appointed January 2023)

April to June 2021(remote)

World Health Organization (WHO)-EURO

Supervisor: Dr. Liudmila Mosina (mosinal@who.int)

Contractor

- Review and revision of Patient Leaflet, Healthcare Provider Job Aids, Fact Sheets for Janssen and Astra Zeneca COVID-19 vaccines
- Review and updates to Adverse events following immunisation (AEFI) COVID-19 Key messages and Communications following any safety event related to COVID-19 vaccination documents

January 2021 to present (remote)

Immunization Subject Matter Expert (SME)

HMA Associates and Identika, Washington, D.C.

Contractor

- Conduct interviews with media outlets/partners to discuss COVID-19 and influenza disease and vaccine information
- Provide and review digital content for mass dissemination, COVID-19 and influenza disease and vaccines
- Serve on panel presentations and webinars, COVID-19 and influenza disease and vaccines

June 2008 to April 2014 (Atlanta)

Medical Officer,

Education, Information and Partnership Branch

National Center for Immunization and Respiratory Diseases

Centers for Disease Control (CDC)

1600 Clifton Road, MS E52

Atlanta, Georgia 30333

- Developed and delivered immunization education and training materials for vaccine providers
- Presented at national and local venues: courses and lectures on vaccine-preventable diseases
- Presented during web-based and net conferences on vaccine-preventable diseases
- Led the U.S. Childhood/Adolescent Immunization Schedule Work Group 2011 – 2014 through the ACIP and CDC umbrella
- U.S. National subject matter expert on immunizations, representing the CDC
 - **Development and implementation of immunization education and training materials for vaccine providers**
 - Developed and delivered presentations to national audiences of private and public health care professionals, organizations, stakeholders, leadership
 - Produced and presented content for immunization education webcasts, webinars, and net conferences
 - **CDC Lead, Advisory Committee Immunization Practices (ACIP) Childhood/Adolescent Immunization Schedule Work Group 2011 – 2014**
 - Led the development, coordination and implementation of a significant change in the format of the Childhood and Adolescent Immunization Schedules 2012 – 2013
 - Served as technical lead for Formative Research project for schedule format change 2012 - 2013
 - Coordinated reviews by subject matter experts internal and external to CDC and the CDC Review process

- Presented Childhood Immunization Schedule changes for a vote at the ACIP Meetings in October of each year (2012, 2013)
- Coordinated administrative functions

- **Communications**
 - Developed content for the Health Communication Science Office of the Immunization Services Division, CDC: talking points, key messages and reviewed materials for the public and health care providers
 - Served as a technical reviewer for a format change to CDC's immunization website for general public and health care provider audiences

- **Media participation**
 - Served as subject matter expert for childhood and adult immunizations at recorded, telephone, and in-person interviews with national, state and local media, print publications
 - Conducted radio and in-person interviews following the release of National Immunization Survey data, national childhood immunization campaigns, podcasts
 - Received extensive media training (at least three training sessions 2008-2014, including live courses with feedback)

- **Presentations at courses and lectures on vaccine-preventable diseases and immunizations**
 - Presented at over 50 conferences sponsored by national, state and local level organizations to private and public health audiences, leadership, internal and external stakeholders

- **Participation in web-based and net conferences on vaccine-preventable diseases**
 - Developed content and delivered presentations through videos, webinars, net conferences

- **Reviewer**
 - Reviewed content for CDC-INFO: question and answer service with the public and health care providers on vaccine-related matters
 - Reviewed continuing education activities for national entities
 - Reviewed Immunization Services Division communication materials (print, online, video) for internal and external partners, healthcare providers and the public
 - Served on CDC Review Panel for grants
 - Reviewed materials from external partners, including Immunization Action Coalition
 - Reviewed content of the Red Book 2011 and 2013
 - Reviewed the 'Purple Handbook', Gary Marshall, MD 2011 – 2013

- **Acting Team Lead, Education Branch of Immunization Services Division May 2013**
 - Led Team of physicians, public health professionals
 - Coordinated and led administrative, education, evaluation and marketing activities
 - Coordinated activities to enhance audience participation during training sessions

- Incorporation of polling survey method into learning products
- Special Recognition Award June 2013 (Leadership)

Authored Articles

- American Academy of Pediatrics, Immunization Initiatives Newsletter, April 2023, “*Implementing Reminder Recall in a Pediatric Office Setting*”, [Pediatrics in Practice - Reminder Recall](#)
- The Georgia Pediatrician, Summer 2023 Edition, “*How Quality Initiatives Can Improve Pediatric Vaccination Rates*” [Newsletter of the Georgia Chapter of the American Academy of Pediatrics](#)
- The Georgia Pediatrician, Fall 2022 Edition, “*Vaccine Updates Fall 2022: What do I Need to Know as I Move into Fall?*”, [Newsletter of the Georgia Chapter of the American Academy of Pediatrics](#)
- The Georgia Pediatrician, Spring 2022 Edition, “*Changing the Narrative: From Vaccine Hesitancy to Vaccine Acceptance*”, [Newsletter of the Georgia Chapter of the American Academy of Pediatrics](#)

PRESENTATIONS AND TRAINING (MARCH 2020 – PRESENT)

- *High-Risk Immunization Guidance, ACIP Vaccine Recommendations for People at high-risk for severe disease*, Immunize Georgia Conference, Georgia Department of Public Health and Georgia Chapter of the American Academy of Pediatrics, Atlanta, **May 2023**
- *Childhood Vaccine Challenges & Opportunities in a Post-Pandemic World*, Pediatric Academic Societies Meeting 2023, Washington D.C., **May 2023**
- *Tools for Vaccination Success in the Office, Community & Media – Using Quality Initiatives (QI) to Improve Rates*, American Academy of Pediatrics, National Conference and Exhibition, Anaheim, **October 2022**
- *Hot Topics in COVID-19 and Flu*, Weekly webinars **October 2020 to present** on COVID-19 and Flu vaccines and disease, AIM/iREACH program (virtual webinar), Content Developer, Co-Presenter
- Webinars as requested **October 2020 to present** by partner organizations of REACH grantees, Organizer/Moderator (virtual), Content Developer and Presenter
- *COVID-19 in the Pediatric World*, April 2020 and August 2020 - sponsored by Atlanta Pediatric Partners for their patient population (virtual seminars), Panelist
- *The importance of vaccinating during a pandemic*, August 2020, hosted by KidsDoc on Wheels (Instagram Live video), Interviewee
- *COVID-19 and its impact on your Faith* - sponsored by Lay Council, Shaw Temple AME Zion Church, Georgia, June 2020 (virtual webinar), Panelist
- *Choosing a career in Healthcare* (for students aspiring to become healthcare providers), September 2020 (virtual webinar), Organizer/Moderator

- *Empowering yourself, empowering your community in the fight against COVID-19 (exploring myths and facts)*, January 2021, Shaw Temple A.M.E. Zion Church, Georgia (virtual webinar), Organizer/Moderator
- *COVID-19 disease and vaccine, pregnancy*, January 2021, DC Metro maternity (virtual webinar), Interviewee
- *Promoting late-season Flu vaccination*, January 2021 Vaccination, Pre-recorded Interview with Edith White, Building a Better Life Radio station, Newport News, Va. Sponsor, Virginia Department of Health, Immunization Division, Born Ready Campaign, Interviewee
- *The impact of COVID-19 disease – physical/medical*, Chubb Mosaic, January 2021, webinar, Chubb Insurance, Panelist
- Webinar: Virginia Department of Health: promoting vaccination in pregnant women in ethnic/racially diverse communities. Born Ready Campaign, Panelist
- *Vaccines for Older Adults – Aging Matters on Apple Podcasts*, February 2021, Pre-recorded Interview with Cheryl Beversdorf, Weekly Interview Program, Va. Sponsor, Virginia Department of Health, Immunization Division, Interviewee
- *REACHing Us: African Immigrant and Refugees – A virtual conversation for our Community COVID-19 and Influenza Vaccines*, Multnomah County, Oregon Department of Health, Webinar, Panelist
- *Empowering yourself, empowering your community in the fight against COVID-19 (exploring myths and facts), PART 2* March 2021, Shaw Temple A.M.E. Zion Church, Georgia (virtual webinar), Organizer/Moderator
- *COVID 19 – Straight Talk with the VDH* Virginia Department of Health/James Madison University, October 19, 2021, Virtual Webinar, Panelist
- *Staying Healthy this Winter*, Shaw Temple AME Zion Church, Georgia (virtual webinar), Organizer/Moderator
- *COVID Conversations, COVID and Flu*, Good Health Wins (Collaboration: Vaccinate Your Family/National Council of Negro Women/Divine Nine) October 26, 2021, Virtual Webinar, Panelist
- *COVID Update, Part 3* November 2021, Shaw Temple A.M.E. Zion Church, Georgia (virtual webinar), Organizer/Moderator
- *Understanding Rural Health Challenges and Building Successful Partnerships to Achieve Vaccine Confidence* November 2021, Association of Immunization Managers (AIM), Panelist/Moderator
- *Vaccines for Older Adults – Aging Matters on Apple Podcasts*, November 2022, Pre-recorded, Interview with Cheryl Beversdorf, Weekly Interview Program

Trainings

- Developed the following *medical office guidelines, policies, and procedures* for Atlanta Pediatric Partners, P.C. (August 2020 to April 2021)
 - a. Flu Clinic 2020-21 Guidelines, including establishing and executing a successful curbside, drive-up flu clinic for pediatric patients during a pandemic.
 - b. COVID-19 guidelines for patients and parents
 - c. COVID-19 guidelines for staff
 - d. Developed social media content for weekly postings on all social media engines: breastfeeding, flu, flu vaccine, the importance of vaccinating, Sickle cell disease, nutrition, combatting childhood obesity, eye/vision health.
 - e. Developed and conducted virtual staff training on Flu Clinic guidelines and COVID guidelines.

- f. Designed practice policies on dealing with patients who refuse vaccination.
- g. Developed and conducted staff training on Telephone Guidance: Scheduling, Answering phones, Telephone triage.
- Morehouse School of Medicine, Transition to Practice (The non-clinical side)
Pediatric Residency Program (May 2021)

CLINICAL EXPERIENCE

September 2003 to December 2022
(Atlanta) Urgent Care Pediatrician
Children's Healthcare of Atlanta

Contract, PRN work

- Provided urgent care pediatric and adolescent medical services at the Kennesaw, Alpharetta and Duluth locations
- Led, advised and directed clinical staff

October 2001 to December 2019 (Atlanta)
(June 2008 to April 2014: PRN clinical care of patients only)
Founding Owner, Managing Partner Atlanta Pediatric
Partners, P.C.
Atlanta and Smyrna, Ga. Locations

- Co-founded practice in 2001 and co-managed for over 18 years. Increased patient base to over 3000 active patients
- Provided primary care pediatric medical services in a private setting, which included well childcare to newborns through adolescence, immunizations, urgent patient care, sports physicals, and counseling on various health issues
- Supervised and trained pediatric residents, medical students, and new physician graduates
- Directed recruitment and training of all staff
- Optimized practice management, human resources, accounts payable, and receivables
- Managed an annual budget of USD 1 million

December 2001 to September 2003 (Atlanta)
Urgent Care Physician
Department of Pediatrics
Emory University School of Medicine
Contract

- Provided urgent care pediatric medical services at Hughes Spalding Children's Hospital

- Supervised pediatric residents, medical students and Pediatric Nurse Practitioners and Physician Assistants

November 1999 to August 2002 (Atlanta)

Part-Time Clinical Instructor

Emory Children's Center

Emory University School of Medicine

- Provided primary care pediatric medical services in an academic setting, which included well childcare to newborns through adolescence, immunizations, urgent patient care, sports physicals, and counseling on various health issues
- Supervised and trained pediatric residents, Physician Assistants and Pediatric Nurse Practitioners

July 1999 to November 9, 2001 (Atlanta)

Associate Physician

Decatur Pediatric Group, PA. 4112

E. Ponce de Leon Avenue

Clarkston, Ga.

- Provided primary care pediatric medical services in a private setting, which included well childcare to newborns through adolescence, immunizations, urgent patient care, sports physicals, and counseling on various health issues
- Supervised and trained pediatric residents and medical students
- Directed training for and support of nursing staff

EDUCATION:

Postgraduate Training

June 1996 – July 1999

Internship/Residency
Pediatrics

Emory University Affiliated Hospital
Atlanta, Georgia

Medical/Graduate:

August 1991 -
May 1996

M.D. /M.P.H.

University of Medicine and Dentistry
of New Jersey, Robert Wood Johnson
Medical School (UMDNJ-RWJMS)

Undergraduate:

1987-1988

Northeastern University Boston,
Mass.

1989-1991

B.Sc. – Biology

Cook College, Rutgers University

New Brunswick, New Jersey

CONTINUING EDUCATION:

June 2020

**Certificate of Achievement:
Strengthening Community Health
Worker Programs, an online learning
initiative, Harvard University edX**

Core concepts in community health as part of primary health systems; Key components in the design and optimization of community health worker programs as exemplified through country case studies; Advocating for community health worker programs with key stakeholders; The evidence demonstrating the impact and returns of community health workers; Building coalitions to support government-led programs; Breaking down silos and reducing duplicative efforts in the wider community health ecosystem; Implementing community health worker programs at scale

December 2020

**Improve efficiency – Lean Six Sigma
Certification Program, Terry College
of Business, University of Georgia
Certificate Awarded**

ACTIVITIES

-Leader, Wellness/Health Ministry at Church (Shaw Temple AME Zion)
-Board Member, Shaw Temple Academy
-Coordinator, Medical Mission Trips to Africa (2008 to 2019, Liberia and Angola)

HONORS AND AWARDS

CDC

Special Recognition Award June 2013
(Leadership)

Emory University Pediatric
Residency Program

Chief Resident Pediatrics, July – Sept
1998
Pediatric Critical Care Resident of the
Year, 1997-1998

UMDNJ-RWJMS

Community Service Award- Woodrow
Wilson Elementary School
George H. Cook Honors Scholar

Rutgers University

Martin Merit Scholarship

Northeastern University

Golden Key National Honor Society
CRC Award in Chemistry
Northeastern University Honor Society

RESEARCH

August 1998 – June 1999

An Outline of Maternal and Child Health
in Liberia, West Africa

January 1994-Sept 1994

“Local Perceptions of Barriers to
Receiving
Childhood Immunizations Among
Mothers in an Urban Setting”
Thesis: Master’s in public health

October 1990 – April 1991

“Hypertension in Liberian Immigrant
Males as Compared to their African
American Counterparts”
George H. Cook Honors Scholar Project

GRANTS AWARDED

November 1993

Association of Teachers of Preventive
Medicine – Medical Student Education
in Prevention

Clinical Prevention Program, UMDNJ-
RWJMS

A. Gotsch, L. Farin, I. Akinsanya

PUBLICATIONS

February 2014

Lead Author, Advisory Committee on
Immunization Practices, Recommended
immunization schedules for persons
aged 0 through 18 years – United States,
2014

MMWR Morbidity Mortality Weekly
Report 2014 Feb 7;63(5): 108-9

DOI: 10.1111/ajt.12730

February 2013

Lead Author, Advisory Committee on
Immunization Practices, Recommended
immunization schedules for persons
aged 0 through 18 years – United States,
2013

MMWR Morbidity Mortality Weekly
Report 2013 Feb; 62 (1):2-8,

DOI: 10.1111/ajt.12233

MEMBERSHIPS IN PROFESSIONAL AND SCIENTIFIC SOCIETIES

National Societies

American Academy of Pediatrics (AAP)

State Societies

Georgia & Maryland Chapters, AAP