



The Pediatric Urgent Care Conference

April 22-24, Wesley Chapel, FL



FACULTY BIOS

Jeffrey Schor, MD, MPH, MBA, FAAP
Founder and Managing Member, PM Pediatrics

Dr. Jeffrey Schor is the owner of PM Pediatrics and a founder and managing member of PM Pediatrics Management Group. Prior to forming PM Pediatrics, Dr. Schor was the Director of Pediatric Emergency Medicine and Associate Chairman of Emergency Medicine at New York Hospital Queens where he played a prominent role in development and expansion of both pediatric and adult emergency services. Dr. Schor has served as Chairman of the Committee on Pediatric Emergency Medicine for his Chapter of the American Academy of Pediatrics and has been an integral member of numerous local and national committees, including Project ER1, a major initiative of the Federal Emergency Management Agency. He is a frequent invited lecturer and public speaker and is regularly cited in several metropolitan daily newspapers, regional periodicals and local news broadcasts. He has authored, contributed to, and presented numerous publications on pediatric emergency medicine. Dr. Schor is board certified in both Pediatric Emergency Medicine and Pediatrics. He completed both his residency in Pediatrics and his Fellowship in Pediatric Emergency Medicine at the Children's National Medical Center in Washington, D.C. Dr. Schor received his medical degree from New York Medical College, a Master of Public Health from the George Washington University School of Public Health and Health Services, and a Master of Business Administration from the New York University/Stern School of Business. He received his Bachelor of Arts from Amherst College.

Steven Katz, MBA
Founder and Managing Member, PM Pediatrics

Steven Katz is a founder and managing member of PM Pediatrics Management Group, overseeing all of the non-clinical operations of the practices. Established in 2003 and led by Mr. Katz and Dr. Schor, PM Pediatrics Management Group is focused on several core business principles which contribute greatly to the success of the company. Among these are market analysis and site development, staff recruitment and training, operational efficiency, collective purchasing power and financial management. Prior to joining PM Pediatrics, Mr. Katz was a Managing Director in the \$300 million consumer products company, The Topps Company, Inc., where he created and was the general manager of a successful new technology-based business. He also led all corporate development and strategic planning for the company. Prior to that, Mr. Katz was a management consultant for several years, first at Bain & Company and later as an officer of Kaiser Associates. As a consultant, he did a significant amount of work in the healthcare industry for clients in the hospital sector, pharmaceuticals, medical devices and supplies, disease management and diagnostics. Mr. Katz's educational background includes a Master of Business Administration from the Stanford University Graduate School of Business and a Bachelor of Arts in Economics, with honors, from Amherst College, where he was elected to Phi Beta Kappa.

Michael Bachman, MD, MBA, FAAP
Regional Medical Director, PM Pediatrics

Dr. Michael Bachman is a Regional Medical Director for PM Pediatrics, where he is responsible for leading the development of PM Pediatrics locations in New Jersey, ensuring consistency and excellence, overseeing education and training, as well as clinical operations and quality initiatives for future sites in the region. He also serves as the Director of PM Pediatrics at the Livingston, North Brunswick, Springfield and Holmdel practices. Prior to joining PM Pediatrics, Dr. Bachman was the Medical Director of Pediatric Emergency Services at Sunrise Children's Hospital in Las Vegas, Nevada. Prior to that he served in a leadership capacity at Newark Beth Israel Medical Center in New Jersey where he initiated and oversaw the Pediatric Emergency Medicine fellowship. Dr. Bachman is active in the medical community on a national level and was previously the Secretary of the Pediatric Emergency Medicine section of the American College of Emergency Physicians. He completed his pediatric emergency medicine fellowship at Children's National Medical Center in Washington, D.C. following his pediatric residency at Schneider Children's Hospital in New Hyde Park, NY. Dr. Bachman earned his medical degree from Sackler School of Medicine in Israel after earning his B.S. from Tulane University in New Orleans. He also has an M.B.A. from The George Washington University School of Business and Public Management.



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presented by



David J. Biehl, Esq.

EVP and General Counsel, PM Pediatrics

David J. Biehl is Executive Vice President and General Counsel for PM Pediatrics, where his responsibilities include identifying and developing new locations for the company's expansion as well as managing the company's legal affairs. Prior to joining PM Pediatrics, Mr. Biehl was a Partner/Director at the New York law firm of Garfunkel Wild, P.C., where he was also Chair of the firm's Real Estate Group and a member of the firm's Business and Health Care Practice Group. He has over 25 years of legal experience focusing primarily on real estate and corporate transactions for a broad range of commercial and not-for-profit clients, including commercial real estate firms, public companies, hospitals, nursing homes, physicians and physician groups. Mr. Biehl has extensive experience in complex real estate and corporate transactions, including commercial leasing projects, public and private financings, real estate acquisitions and sales, construction projects, equipment acquisitions, mergers and acquisitions, joint ventures, partnerships and employment arrangements. He has acted as lead counsel in the development of numerous medical, commercial and industrial buildings, continuing care retirement communities, nursing homes, assisted living facilities, diagnostic and therapeutic radiology facilities, ambulatory surgery centers, cancer centers and mixed-use facilities. A graduate of the State University of New York at Albany (B.A., cum laude, 1984), Mr. Biehl earned his J.D. in 1987 from the Benjamin N. Cardozo School of Law, where he was a member of the Cardozo Law Review. While in law school, Mr. Biehl was a law clerk for the Honorable William C. Connor, United States District Court, Southern District of New York. He is a member of the American Bar Association (Health Law Section) and the New York State Bar Association (Real Property and Health Law Sections). Mr. Biehl has published numerous articles in law journals and is a frequent invited speaker. Mr. Biehl's honors include *Long Island Business News - Who's Who in Commercial & Residential Real Estate Law* (December 2010) and *Long Island Business News - Ones to Watch in Commercial Real Estate* (December 2007).

Jennifer Curran, MD FAAP

Medical Director, PM Pediatrics

Dr. Jennifer Curran is the Medical Director at PM Pediatrics of Mamaroneck, where she oversees all the medical operations of the practice. Prior to joining PM Pediatrics, she was a Pediatric Emergency Attending at New York Presbyterian – Weill Cornell Medical Center from 2005 to 2013, where she was involved in resident and fellowship education, as well as resident review. Dr. Curran is board certified in both Pediatric Emergency Medicine and Pediatrics. She completed a Pediatric Emergency Medicine fellowship at NYU-Bellevue Medical Center and a Pediatric residency at New York Presbyterian – Weill Cornell Medical Center. Dr. Curran received her medical degree from Albany Medical College and was elected to Alpha Omega Alpha medical honor society. She graduated summa cum laude from Union College with a Bachelor of Science in Biology.

Jill Cysner

Controller, PM Pediatrics

Jill Cysner is the Controller of PM Pediatrics. Prior to joining PM Pediatrics, Ms. Cysner was an Associate Finance Manager for Time, Inc. where she was responsible for financial reporting and analysis for People magazine. She has also worked for the Accounting Department of New York Magazine at Primedia, Inc. and as an auditor for Arthur Andersen. Ms. Cysner is a Certified Public Accountant. She received her Bachelor of Science at Binghamton University, where she was elected to Beta Alpha Psi.

Magna Dias, MD

Medical Director, CHOP Urgent Care Network, Children's Hospital of Philadelphia

Dr. Magna Dias is the medical director for The Children's Hospital of Philadelphia Urgent Care Network. She has helped to set-up 3 Urgent Care Facilities since 2013 for the network. She is also the President-Elect for the Society for Pediatric Urgent Care. She received her medical degree from Johns Hopkins University, internship at Emory University, and residency training at University of Washington.



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Elliot Friedman, MD, FAAP
Medical Director, PM Pediatrics

Dr. Elliott Friedman is the Medical Director of PM Pediatrics of Carle Place, and was previously a lead physician at PM Pediatrics of Syosset. Dr. Friedman is the former Director of Pediatric Emergency Medicine, as well as the former Director of Pediatric Medical Student Education at Jamaica Hospital where he worked for the past 20 years. He continues to be actively involved in training other physicians in Pediatric Advanced Life Support and Advanced Trauma Life Support. Dr. Friedman has served on several city wide committees including, NYC Mayor's Task Force on Child Abuse, NYC Department of Health Pediatric Disaster Advisory Group and the NYC Pediatric Disaster Preparedness Task Force. In addition, he was a lecture-panelist at the NYC Child Safety Medical Summit in May 2009. Dr. Friedman is board certified in both Pediatric Emergency Medicine and Pediatrics. He graduated from the Albert Einstein College of Medicine and trained in Pediatrics at the Montefiore/Einstein program where he also served as a Chief Resident. Dr. Friedman received his undergraduate degree from Yeshiva University.

Rachel Friedman, JD
Director of Human Resources, PM Pediatrics

Rachel Friedman is the Director of Human Resources for PM Pediatrics. Prior to joining PM Pediatrics, Ms. Friedman was responsible for employee training and development for a global IT staffing company. She has also worked in the Human Resources Litigation Division of JP Morgan Chase. Ms. Friedman's educational background includes a Juris Doctorate from the New England School of Law and a Bachelor of Arts from Smith College.

Andre Persaud, MD, FAAP
Medical Director, PM Pediatrics

Dr. Andre Persaud is the Medical Director for PM Pediatrics of Spring Valley, where he oversees all medical operations for the practice. Before assuming the role of Director, Dr. Persaud worked as a lead physician and Assistant Medical Director at PM Pediatrics of Mamaroneck. He also serves as Education Director for PM Pediatrics, overseeing the company-wide education agenda, and serving the patient and medical communities at large. Dr. Persaud is board certified in both Pediatric Emergency Medicine and Pediatrics. He completed a Fellowship in Pediatric Emergency Medicine at Akron Children's Hospital where he authored and presented several award-winning papers on Pediatric Emergency Medicine. Dr. Persaud completed his Pediatric internship and residency at NY Medical College/Westchester Medical Center, where he also served as Chief Resident. He received his medical degree from the Sophie Davis School of Biomedical Education and Upstate Medical University for a combined college-to-medical school program.

Marisa Rodriguez, PA-C
PA Fellowship Director, PM Pediatrics

Marisa Rodriguez, PA-C is the Physician Assistant Fellowship Director of the NP/PA Pediatric Urgent Care Fellowship at PM Pediatrics. In this role, Ms. Rodriguez oversees the PA fellows, acts as a mentor, and teaches lectures and procedure workshops. In addition, she is a leader in our Syosset location where she assists the medical director by managing day-to-day operations, ensuring patient satisfaction and acting as a leader during shifts. Ms. Rodriguez received her PA degree at Weill Cornell Medical College where her program had a surgical focus. She has very strong procedural skills and knowledge base, and worked in an emergency room for 4 years prior to joining PM Pediatrics in 2007. In addition to running suture workshops and giving procedure lectures and workshops to her colleagues, Marisa is a certified BLS and PALS instructor.



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Dawn Richy, RN

Clinical Operations Manager, PM Pediatrics

Dawn Richy is the Clinical Operations Manager for PM Pediatrics, responsible for ensuring consistency and quality among all PM Pediatrics locations. She has also worked as a Registered Nurse at PM Pediatrics of Mamaroneck since 2006. Ms. Richy's background is in pediatric intensive care and emergency medicine, with many years of experience at some of the nations' largest hospitals. She received her Bachelor of Science in Nursing from the University of Central Florida.

Rima N. Rusnak, MD

Medical Director, Urgent Cares, Cincinnati Children's Hospital Medical Center

Dr. Rima Rusnak received her Bachelor of Arts degree in English (summa cum laude) from Boston College, and her MD degree from Vanderbilt University School of Medicine where she received the Dean's Award at graduation. Dr. Rusnak completed her pediatric residency and chief residency at Cincinnati Children's Hospital Medical Center. During her tenure as chief resident, Dr. Rusnak was presented with the Residency Teaching Award and was co-author of two new residency publications, "The Pocket" and "The Pocket Senior," which are currently in their 10th editions. After her chief residency, Dr. Rusnak joined the Cincinnati Children's Division of Emergency Medicine as a clinical staff physician. During her time with the division, Dr. Rusnak provided leadership as the first patient safety officer, was a founding member of the Clinical Leadership Team, re-shaped the division's scheduling process, and authored the weekly divisional newsletter. In 2013, Dr. Rusnak was named the Medical Director of Urgent Cares for Cincinnati Children's. During her tenure as Medical Director, Dr. Rusnak managed operations of three satellite urgent care locations while planning and spearheading the launch of Burnet Urgent Care in July 2013, the first hospital-based urgent care at Cincinnati Children's. In its first year of operation, the Burnet Urgent Care treated over 21,000 patients (240% of predicted volume) and saved Ohio Medicaid over \$700,000. Cincinnati Children's named Burnet Urgent Care one of its "Top 13 of 2013," when listing the major accomplishments of the medical center in 2013. Dr. Rusnak also planned and opened Liberty Urgent Care, a second hospital-based urgent care for Cincinnati Children's, in November 2014. Liberty Urgent Care was successfully seeing 140% of predicted volumes after only one month of operation. In 2013, Dr. Rusnak, along with six other leaders in pediatric urgent care nationwide, founded the Society for Pediatric Urgent Care (SPUC). Dr. Rusnak currently serves on the Board of Directors of SPUC. Dr. Rusnak is also a Fellow of the American Academy of Pediatrics. Dr. Rusnak lives in Cincinnati, OH with her husband, Kevin, an Air Force historian, and her children Joey (8 years), and Elyse (5 years).

Usha M. Sankrithi, MBBS, MPH, FAAP

Medical Director of Urgent Care Services, Seattle Children's Hospital

Dr. Usha Sankrithi currently serves as the Medical Director of Urgent Care Services in the Department of Emergency Medicine at Seattle Children's Hospital. She received her Medical Degree from Kilpauk Medical College in Chennai, India, and completed her pediatric residency at the Medical College of Pennsylvania in Philadelphia. She joined Seattle Children's Hospital in 1988 as an ED attending and since then has transitioned to many roles at SCH and is currently the Medical Director of Urgent Care services since 2006. She also served as the Chief of the Division of Emergency Medicine at the Children's Hospital of Buffalo, NY from 2003-2004 and subsequently as the Medical Director of the Department of Emergency Medicine at the Children's Hospital of Central California, UCSF from 2004- 2006. Dr. Sankrithi is a diplomat of the American Board of Pediatrics, a Fellow of the American Academy of Pediatrics, and former member and chair of the Academy's PEM fellowship Directors Special Interest Group (SIG). Dr. Sankrithi is married to Dr. Mithra Sankrithi who is a Manager at the Boeing Company. They have one Son and one Grandson.



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Karin Sadow, MD, FAAP
Regional Medical Director, PM Pediatrics

Dr. Karin Sadow is a Regional Medical Director for PM Pediatrics, where she oversees medical operations, ensuring consistency and excellence among all New York-based PM Pediatrics locations. Prior to joining PM Pediatrics, Dr. Sadow was the Director of Pediatric Emergency Medicine at Mount Sinai Medical Center as well as the Director of their Fellowship program in pediatric emergency medicine. Dr. Sadow was instrumental in the growth and success of both programs, receiving numerous accolades for her administrative, teaching, and clinical skills. She has also authored and presented numerous publications on pediatric emergency medicine. Dr. Sadow is board certified in both Pediatric Emergency Medicine and Pediatrics. She completed a Fellowship in Pediatric Emergency Medicine at Children's National Medical Center in Washington, D.C., following her residency in Pediatrics at Mount Sinai Medical Center, where she also served as Chief Resident. Dr. Sadow received her medical degree from Cornell University Medical College and her Bachelor of Arts from Cornell University.

Nikhil B. Shah, MD
Medical Director, PM Pediatrics

Dr. Nikhil B. Shah is the Medical Director for PM Pediatrics of Paramus, slated to open on March 23, 2015. Prior to joining PM Pediatrics, Dr. Shah was an attending physician in the Pediatric Emergency Department at New York Presbyterian Hospital – Weill Cornell Medical College. While at Cornell, he was named Director of the Fellowship Training Program in Pediatric Emergency Medicine, Research Director for the Division of Pediatric Emergency Medicine and Director of the Simulation Program for the Department of Pediatrics. During his tenure, he developed a simulation-based educational curriculum and conducted mock resuscitations and procedural training sessions with the Cornell pediatric residents and pediatric emergency medicine fellows. He has spoken and taught at regional and national conferences, published in peer-reviewed journals, and authored numerous review articles and textbook chapters. Dr. Shah is board certified in both Pediatric Emergency Medicine and Pediatrics. He completed both his pediatric residency and fellowship training in pediatric emergency medicine at Schneider Children's Hospital of the North Shore – Long Island Jewish Health System. Dr. Shah earned his medical degree at the University of the West Indies in Trinidad and received his Master of Science and undergraduate degrees from New York University.

Alla Shenkman, MD, FAAP
Medical Director, PM Pediatrics

Dr. Alla Shenkman has been the Director of PM Pediatrics of Syosset since its opening in 2005 and has worked as a physician in all PM Pediatrics locations. Dr. Shenkman has over 15 years of experience practicing pediatric emergency medicine at some of the largest facilities in the United States and Russia. She has been cited for her excellence in teaching and for her exceptional clinical ability. Dr. Shenkman is board certified in both Pediatric Emergency Medicine and Pediatrics. She completed a Fellowship in Pediatric Emergency Medicine at the New York Medical College Program, following her residency in Pediatrics at Lincoln Medical Center. She received her undergraduate and medical degrees from Grodno State Medical School in Belarus.

Sharyn Traub
Director of Marketing and Communications, PM Pediatrics

Sharyn Traub is the Director of Marketing and Communications for PM Pediatrics. Prior to joining PM Pediatrics, Ms. Traub was the Director of Communications at Nickelodeon Networks where she was responsible for overseeing the development and implementation of all publicity efforts for Nickelodeon's Preschool TV brands – Nick Jr. and NOGGIN. Prior to that, she worked for Paxson Communications/PAX TV and Scholastic, Inc. in various marketing, media planning and publicity roles. Ms. Traub received her Bachelor of Arts from the University of Massachusetts, Amherst.



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Alex Trinkoff, Esq.

Vice President, Legal Affairs, North Shore-LIJ

Alexandra Trinkoff is Vice President, in the Office of Legal Affairs at the North Shore-LIJ Health System. Ms. Trinkoff specializes in all areas of health care law with an emphasis on managed care, insurance and regulatory matters. She plays a significant role in the legal development of North Shore-LIJ's Insurance and Health Plans, North Shore-LIJ's Accountable Care Organization activities and in developing employer specific provider networks, payer partnerships and risk contracting. She also advises the System Ethics service with special interest in end-of-life, patient rights and patient/provider conflicts. Ms. Trinkoff provides counsel to the Health System's Managed Care and Health Insurance management team, the Office of Academic Affairs and Graduate Medical Education and to the Feinstein Institute for Medical Research on research compliance issues. She is a member of the Ethics, GME, Administrative and Clinical Policy and Procedure and Human Research Compliance Committees. Prior to joining the North Shore-LIJ Health System, Ms. Trinkoff was a Senior Attorney at Garfunkel, Wild & Travis, P.C., where she was a member of the firm's Health Care, HIPAA Compliance and Insurance Regulatory Practice Groups. Ms. Trinkoff received her A.B., cum laude, from Smith College and her J.D., cum laude, from Boston University School of Law, where she was a Distinguished Scholar.

Eric Weinberg, MD

Director of Education, PM Pediatrics

Dr. Eric Weinberg is a lead physician at PM Pediatrics of Spring Valley, and Director of Education for PM Pediatrics, where he is responsible for overseeing the company-wide education agenda, and serving the patient and medical communities at large. Dr. Weinberg is board certified in Pediatric Emergency Medicine and Pediatrics, and has worked in numerous pediatric emergency departments including, Westchester Medical Center, New York Presbyterian – Weill Cornell, Bellevue Hospital, NYU Langone Medical Center, and Cohen Children's Medical Center. Additionally, he has served as the Residency Education and Simulation Coordinator for the Pediatric Emergency Department at Westchester Medical Center, and was the Coordinator of the Pediatric Medical Simulation Program at Weill Cornell. He has won various teaching awards throughout his career, has taught at regional and national medical conferences, and is a published author in peer-reviewed journals. Dr. Weinberg completed a fellowship in Pediatric Emergency Medicine at NYU School of Medicine/Bellevue Hospital Center, and earned his medical degree from the Icahn School of Medicine at Mount Sinai. He graduated with honors from Pennsylvania State University. As Director of Education, Dr. Weinberg strives to ensure that PM Pediatrics urgent care providers deliver care that families and patients would expect from an academic medical center - evidence based, consistent, and at the highest level.