

## FACULTY BIOS

**Michael Bachman, MD, MBA, FAAP**

**Regional Medical Director, New Jersey, 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.

**Sheryl Cohen, MD, FAAP**

**Assistant Regional Medical Director, New York-Southern Region, PM Pediatrics**

Dr. Sheryl Cohen is the Assistant Regional Medical Director of the New York-Southern Region for PM Pediatrics, and the Medical Director of Clinical Operations for PM Pediatrics of Syosset. Before assuming the role of Director, Dr. Cohen served as a physician in Syosset since 2011. Prior to joining PM Pediatrics, she was a partner and physician in a private practice in Fresh Meadows, Queens for 15 years. Dr. Cohen is board certified in Pediatrics. She completed her Pediatric residency at Schneider Children's Hospital/Long Island Jewish and received her medical degree from SUNY Health Science Center at Syracuse University. Dr. Cohen completed her undergraduate degree at The University of Pennsylvania.

**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.

**John T. Daly, MD**

**Chief Medical Officer, COLA**

Dr. John T. Daly is Chief Medical Officer of COLA. He received his MD at Weill Cornell University Medical College, performed his internship and residency in Anatomic and Clinical pathology at Duke University Medical Center and a residency in Forensic Pathology at the Office of the Chief Medical Examiner in Chapel Hill, NC. Dr. Daly is board certified in anatomic, clinical and forensic pathology. Following two years in the US Navy as Laboratory Director, Naval Regional Medical Center, Jacksonville Florida, he returned to private pathology practice in Durham, NC as director of laboratories at Durham Regional Hospital. In the late 1990s he merged the community pathology practice with the academic pathology practice at Duke Health and subsequently practiced full time clinical pathology, retiring in 2009 as Director of the Duke University Health System Laboratories. Dr. Daly currently serves on the emeritus staff at Duke. In 2009, he joined COLA as part-time surveyor and in September, 2011 became Chief Medical Officer, the position he now holds. As CMO, Dr. Daly provides consultation and counsel to COLA management, staff teams and committees and also to COLA accredited laboratories on issues of Laboratory Medicine and regulatory compliance.

**Peter Dayan, MD, MSc****Associate Professor of Pediatrics****Associate Division Director, Pediatric Emergency Medicine, Columbia University Medical Center**

Dr. Peter Dayan is an Associate Professor of Pediatrics in the Department of Pediatrics at Columbia University Medical Center and is the Associate Division Director of Pediatric Emergency Medicine. In addition to being a practicing pediatric emergency physician, he has been a principal investigator, co-investigator or senior investigator of numerous patient-oriented clinical investigations related to pediatric emergency medicine (PEM). Dr. Dayan received his Masters of Science in Biostatistics from the Joseph Mailman School of Public Health. His main research contributions have come through 17 years of participation and leadership in multicenter research relevant to PEM, particularly studies conducted in the Pediatric Emergency Care Applied Research Network (PECARN) and the Pediatric Emergency Medicine Collaborative Research Committee of the American Academy of Pediatrics. He is now in his 13th year as one of the principal investigators of PECARN and was the prior Steering Committee Chair. PECARN is the first and only federally-funded PEM research network and is regarded internationally as the premier PEM network. Dr. Dayan's expertise is in the conduct of research aimed to optimize the diagnostic approach for patients with common chief complaints but uncommon outcomes. His research has directly addressed the lack of definitive evidence regarding the risk of and risk factors associated with clinically-important outcomes, such as the need for surgery. Specific research relevant to injury management includes studies to accurately assess the need for neuroimaging in children with minor blunt head trauma. Dr. Dayan's recent research has also focused on knowledge translation, including as the lead investigator of an American Recovery and Reinvestment Act funded multicenter trial to test the effectiveness of electronic health record-based clinical decision support to safely decrease CT use for children with minor blunt head trauma.

**Jason Dupuis****Patient Experience Officer****Administrative Director, New England Operations, PM Pediatrics**

Jason Dupuis is the Patient Experience Officer and Administrative Director of New England Regional Operations for PM Pediatrics. He is responsible for leading company-wide efforts to advance the patient-family experience across PM Pediatrics practices, as well as ensuring efficient and effective operations throughout PM Pediatrics sites across New England, in collaboration with the New England Regional Medical Director. Mr. Dupuis joins PM Pediatrics with over 15 years experience as a healthcare administrative professional, having worked at Boston Children's Hospital, where he most recently served as their Director of Emergency and Admitting Services. In addition, he is certified in Lean/Six Sigma and teaches Managing Organizational Change and Principles of Healthcare Management at the Hellenic College School of Leadership & Management. Mr. Dupuis earned a Bachelor of Science in Health Management & Policy from the University of New Hampshire, and a Masters in Healthcare Administration from Simmons College.

**Elliott Friedman, MD, FAAP****Medical Director, PM Pediatrics**

Dr. Elliott Friedman is the Medical Director of PM Pediatrics of Carle Place and PM Pediatrics of Midwood, 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.

**Toni Clare Hogencamp, MD, FAAP****Director, Urgent Care Program, Division of Emergency Medicine, Boston Children's Hospital****Pediatric Medical Director, CVS Health, Minute Clinic****Board Member, SPUC**

Dr. Toni Hogencamp is a Regional Medical Director for PM Pediatrics, where she is responsible for leading the development of New England-based PM Pediatrics locations, ensuring consistency and excellence, overseeing education and training, as well as clinical operations and quality initiatives for future sites in the region. She is also currently an instructor of pediatrics at Harvard Medical School. Dr. Hogencamp is a founding member of the Society for Pediatric Urgent Care. As the Pediatric Medical Advisor for CVS Health's Minute Clinic, she provides guidance for pediatric clinical guidelines and quality care standards. Prior to joining the company, Dr. Hogencamp was an attending pediatric physician at North Shore University Hospital, Nassau University Hospital, Winthrop University Hospital, and South Shore Hospital. She specialized in Pediatric Emergency Medicine at LIJ Medical Center. Dr. Hogencamp was director of the UrgiCenter at Schneider Children's Hospital and served as the Director of the Urgent Care Program at Boston Children's hospital. During her time there, she instituted a core curriculum and gave numerous Continuing Medical Education lectures as part of the Urgent Care Program, encouraging ongoing improvement of teaching and clinical skills in a state of the art medical facility. Dr. Hogencamp earned her medical degree at Boston University School of Medicine. She received her Bachelor of Arts in Medical Science from Boston University.

**Christina Johns, MD, MEd, FAAP****Senior Medical Advisor****Senior Director, Marketing Strategy, PM Pediatrics**

Dr. Christina Johns is a pediatrician and pediatric emergency physician who joined PM Pediatrics as their Senior Medical Advisor. As the face of this cutting edge organization providing specialized pediatric urgent care, she is responsible for sharing her own expertise, plus the wealth of knowledge from our highly skilled staff, with patients and families everywhere. She also serves as the Senior Director of Marketing Strategy for PM Pediatrics. Dr. Johns received her undergraduate degree at the University of Pennsylvania and her medical training at the Johns Hopkins University School of Medicine. After completing her pediatric residency at Hopkins, she moved to Washington, DC for a post-doctoral fellowship in pediatric emergency medicine at Children's National Medical Center. She continued on the faculty at the George Washington University School of Medicine working as an attending physician and assistant Division Chief in the Emergency Medicine and Trauma Center at Children's National for 15 years, and during that time obtained a Master's Degree in Education from the George Washington University School of Education. Dr. Johns has extensive media experience, from radio to TV, including local and national coverage. She has been a medical contributor for ABC News' *Good Morning America*, and has had multiple appearances on a variety of CNN and Discovery Health shows. She also hosted a medical talk show for Clear Channel Radio, and has written numerous interactive blogs for local newspapers and health websites in addition to being a spokesperson on behalf of child advocacy on Capitol Hill.

**Michael M.E. Johns, MD****Professor, Schools of Medicine and Public Health****Executive Vice President for Health Affairs Emeritus, Emory University****President and CEO, and Chairman of the Board Emeritus, Emory Healthcare**

Dr. Johns is an internationally recognized leader in academic medicine, health policy, and as a head and neck cancer surgeon. He currently serves as Professor in the Schools of Medicine and Public Health at Emory University. He is Executive Vice President for Health Affairs Emeritus at Emory University, and President, CEO, and Chairman of the Board Emeritus of Emory Healthcare – positions he held at Emory from 1996 to 2007. During this time, Dr. Johns engineered the transformation of the Health Sciences Center into one of the nation's preeminent centers in education, research, and patient care. He also served as Emory's Chancellor from 2007 to 2012. Prior to coming to Emory, he was Vice President of the Medical Faculty and Dean of the Johns Hopkins School of Medicine. He recently served as interim Executive Vice President for Medical Affairs at the University of Michigan from June 2014 thru February 2015. Dr. Johns has served on various private-sector and philanthropic boards, including Johnson & Johnson, the Genuine Parts Company, AMN Healthcare, West Health and the Uniformed Services University of the Health Sciences. In addition to leading complex administrative and academic organizations to new levels of excellence and service, Dr. Johns is widely renowned as a catalyst of new thinking in many areas of health policy and health professions education. He has been a significant contributor to many of the leading organizations and policy groups in health care, including the Institute of Medicine (IOM), the Association of American Medical Colleges (AAMC), the Association of Academic Health Centers (AAHC), and many others. He frequently lectures and publishes, and works with state and federal policy makers, on topics ranging from the future of health professions education to national health system reform. In April 2015, Dr. Johns received the Castle Connolly Lifetime Achievement Award, which is presented to physicians for their lifetime of dedication to research and practice in their respective specialties. Dr. Johns received his bachelor's degree at Wayne State University in his hometown of Detroit, and graduated with distinction from the University of Michigan Medical School. After completing his residency training in Otolaryngology/Head and Neck Surgery at Michigan, he joined the Medical Corps of the U.S. Army and was assistant chief of the Otolaryngology Service at Walter Reed Army Medical Center. In 1977, he joined the Department of Otolaryngology and Maxillofacial Surgery at the University of Virginia Medical Center, where he rose to the rank of Professor. In 1984, Dr. Johns was recruited to Johns Hopkins as professor and chair of Otolaryngology-Head and Neck Surgery, a department he built into one of the country's largest and most prestigious and ranked Number 1 by USNWR.

**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. Jeffrey 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.

**David Mathison, MD, MBA, FAAP****Regional Medical Director, Mid-Atlantic Region, PM Pediatrics**

Dr. David Mathison is a Regional Medical Director for PM Pediatrics, where he is responsible for leading the development of PM Pediatrics locations in the Mid-Atlantic region, ensuring consistency and excellence, overseeing education and training, and clinical operations and quality initiatives for future sites in the region. He also serves as the Director of PM Pediatrics of Greenbelt. Dr. Mathison is an assistant professor of pediatrics and emergency medicine at George Washington University School of Medicine and Health Sciences, and has been a faculty member in the emergency department at Children's National Health System since 2007. Prior to joining PM Pediatrics, he served as the medical director of the Children's National pediatric transport team, the largest pediatric transport service in the country. Dr. Mathison has more than 15 articles published in peer-reviewed journals and books, more than 30 workshops and presentations at national meetings, and is the recipient of 8 grants to improve care for ill or injured children. He has received several awards for teaching, research, and for his pediatric emergency app, Pediatric Quick Reference. In 2010, Dr. Mathison founded healthEworks LLC, a Washington, D.C. based company that uses a unique point-of-care, cloud-based platform to stream video education to patients or their caregivers after any health encounter. He is board certified in both Pediatric Emergency Medicine and Pediatrics. Dr. Mathison completed a Pediatric Emergency Medicine fellowship at Children's National, and his Pediatric residency at Northwestern University (now Lurie Children's) where he served as Chief Resident. He earned his Medical degree from Eastern Virginia Medical School and received his Bachelors degree in economics from Emory University. Dr. Mathison has an MBA from George Washington University.

**Andre Persaud, MD, FAAP****Assistant Regional Medical Director, New York-Northern Region, PM Pediatrics**

Dr. Andre Persaud is the Assistant Regional Medical Director of the New York-Northern region for PM Pediatrics. He also serves as 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.

**Mordechai Raskas, MD, EdM, FAAP****Director of Telemedicine and Clinical Informatics, PM Pediatrics**

Dr. Mordechai Raskas is the Director of Telemedicine and Clinical Informatics for PM Pediatrics, where he oversees the new telemedicine initiative and manages the electronic health record. Telemedicine is dramatically changing the practice of healthcare and PM Pediatrics seeks to be at the forefront of using this technology to provide better and more convenient care to its patients and families. Dr. Raskas has a passion for using technology in medicine and has presented at multiple national conferences on his research efforts involving novel uses of both telemedicine and the electronic health record. His most recent research focused on the accuracy of diagnosis and treatment in a direct-to-consumer telemedicine model. For 4 years, he served on the American Academy of Pediatrics' Council of Clinical Information Technology. In 2009, he was selected to participate in a year-long leadership training fellowship at the Harvard Kennedy School, led by former U.S. presidential adviser David Gergen. Dr. Raskas completed his Pediatric residency at Texas Children's Hospital in Houston, Texas. While there, he obtained a Graduate Certificate in Applied Health Informatics from the University of Texas School of Biomedical Informatics. Dr. Raskas then moved to the Washington, D.C. area for his fellowship in Pediatric Emergency Medicine at Children's National Medical Center. He received his undergraduate degree from Yeshiva University and his medical training at Harvard Medical School. While at Harvard, Dr. Raskas also completed a Master of Education degree.

**Dawn Richy, RN****Director of Clinical Operations, PM Pediatrics**

Dawn Richy is the Director of Clinical Operations 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 nation's largest hospitals. She received her Bachelor of Science in Nursing from the University of Central Florida.

**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.

**Karin Sadow, MD, FAAP****Regional Medical Director, New York, 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.

**Usha M. Sankrithi, MBBS, MPH, FAAP****Medical Director of Urgent Care Services,****Medical Advisor, Children's Consulting Nurses,****Division of Emergency Medicine, Dept. of Pediatrics, Seattle Children's Hospital****Co-Chair, Subcommittee on Pediatric Urgent Care, AAP****Board Member, SPUC**

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).

**Jeffrey Schor, MD, MPH, MBA, FAAP**  
**Founder and Managing Member, PM Pediatrics**  
**Co-Chair, Subcommittee on Pediatric Urgent Care, AAP**  
**Board Member, SPUC**

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.

**Nikhil B. Shah, MD**  
**Medical Director, PM Pediatrics**

Dr. Nikhil B. Shah is the Medical Director for PM Pediatrics of Paramus. 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 Sherkman, MD, FAAP**  
**Medical Director, PM Pediatrics**

Dr. Alla Sherkman 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. Sherkman 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. Sherkman 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, where she oversees the advertising, marketing and public relations initiatives for the company at large, and at the local level for each PM Pediatrics location. 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.

**Alex Trinkoff, Esq.****Vice President, Legal Affairs, Northwell Health**

Alexandra Trinkoff is Vice President, in the Office of Legal Affairs at Northwell Health. 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****Fellowship Director, Pediatric Urgent Care****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. He also serves as Director of the PM Pediatrics Urgent Care Fellowship. 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.