



Richard M. Rosenfeld, MD, MPH, MBA

**Candidate for
President-Elect
Academic**

What do you think is the most important issue that our Academy is currently facing? What are the strengths of the Academy that will lead us forward in our specialty and how will you capitalize on those strengths?

The most important issue facing our Academy can be summed up in one word: *relevance*. There is intense competition among specialty, subspecialty, and other non-profit associations for relevance and member dues, which can no longer be taken for granted as an automatic renewal. Our Academy's success rests with helping members succeed. Sustaining relevance means giving members the tools to be efficient, overcome challenges, and find joy in their work.

We can sustain relevance through value, diversity, and wellness. Value means a spectacular return on dues and volunteerism, with access to unique opportunities for personal and professional growth. Diversity and inclusivity are more essential than ever and can build upon existing committee efforts to address health disparities, improve workforce diversity, and promote equity and pipeline programs. Wellness initiatives, which at present focus largely on reducing stress and burnout, can be enhanced with lifestyle medicine, a new specialty that advocates for healthy eating, regular physical activity, restorative sleep, positive social connection, and avoiding risky substances.

The strengths of our Academy that will lead us forward are our diverse members, our incredible staff, and the synergy that flows from *specialty unity*. Now celebrating its 125th anniversary, the Academy is more unified than ever. As past chair of the ENT Political Action Committee (PAC), I coined the byline "10,000 ENTs, 1 PAC, 1 Voice" to highlight the power of unity for political advocacy. Similarly, our unified voice in quality, education, research, communication, practice management, and international affairs transcends the efforts of smaller societies and empowers our members.

My qualifications to enhance relevance and unity stem from over 3 decades of Academy engagement, uniquely recognized with 5 Distinguished Service Awards. During this time, I attended every Annual Meeting and Leadership Forum, served on the Board of Directors for 10 years, and have generously supported the Hal Foster Endowment, Millennium Society, ENT PAC Leadership Club, Women in Otolaryngology (WIO) Endowment, Diversity Endowment, and many other causes.

I have seen firsthand the power of specialty unity in my roles as Journal Editor, Senior Advisor for Quality and Guidelines, and chair of the Research Committee (now CORE), Guidelines Task Force (GTF), Science and Education Council (SEC), Cochrane Scholars Program, and the Subspecialty Advisory Council (SSAC). My degrees in public health and business administration, plus recent board certification in lifestyle medicine, set the stage for ongoing collaboration, innovation, and accomplishment.

Through member relevance and specialty unity we can achieve the unachievable and will continue to grow and shine as a specialty. I know what a gem our Academy is and how fulfilling participation can be; I want all members to benefit as much as I have.

Thank you for reading this candidate statement, which highlights my vision for a presidential term and the leadership experience that prepares me to serve. I am pursuing this position because of a love for Academy engagement nurtured over 30 years and my desire to give back using my skills, knowledge, and experience to help polish this gem of an organization to an even greater luster.

Member Value & Engagement is my most important priority; no organization can survive and thrive without members, including our international colleagues, who derive joy, value, and personal fulfillment from active participation. My goal is to enhance membership value in how we recognize and reward our volunteers and ensure that all members earn a spectacular return on their dues, charitable giving, and PAC contributions. Having derived tremendous personal value from my own Academy engagement, I am well-positioned to articulate the benefits and leverage resources to attract and retain members, who are ultimately the volunteer work force that allows us to fulfill our mission so admirably.

Diversity & Inclusivity are the lifeblood of modern organizations, requiring a steadfast commitment of vigilance, awareness, and proactive policy. My goal is to build upon existing Academy efforts for diversity and inclusivity, while addressing the health disparities that have impacted minorities more than ever during the pandemic. Having spent nearly 30 years at SUNY Downstate in central Brooklyn, where over 100 cultures coexist and most households do not speak English, I have a deep appreciation for health disparities and their impact. We must also respect and nurture inclusivity, through mentorship, support networks, and pipeline programs that provide an equitable and accessible path forward for all.

Health & Wellness are a personal and professional passion, beginning with my own 25% weight loss and five-year transformation into a marathon runner through healthy eating, physical activity, mindfulness, and sleep hygiene. My goal is a culture of lifestyle medicine within our Academy, with resources and opportunities for staff, members, and patients that promote healthy longevity. I have gained significant experience in this area on the Expert Committee of the American College of Lifestyle Medicine (ACLM), as inaugural chair of the SUNY Downstate Committee on Plant-based Health and Nutrition, and as faculty advisor for the student-run Downstate ACLM Lifestyle Medicine Interest Group and the Nutrition Empowerment Club. Our experience with the pandemic highlights the importance of healthy lifestyle behaviors to help resist infection and avoid the chronic diseases associated with a more serious course.

My ability to achieve the above priorities stems from decades of leadership in the Academy, culminating in unique recognition with 5 Distinguished Service Awards. I have been privileged to serve as editor-in-chief of *Otolaryngology – Head and Neck Surgery*, chair of the Research Committee (now CORE), chair of the ENT PAC, chair of the Guidelines Task Force (GTF), and senior advisor for quality and guidelines. Additional leadership, beyond the Academy, includes past-president of ASPO, inaugural chair the Guideline International Network (G-I-N) North American Community, president of the International Society for Otitis Media, and, at SUNY Downstate, chair of otolaryngology, residency program director, president of the medical staff, treasurer of the practice plan, and CEO of our faculty practice.

My leadership background – combined with masters' degrees in public health and business administration – provides the skills, abilities, and knowledge needed to serve the Academy as president-elect. This foundation is further enhanced with service on the Boards of Directors for the Academy, ASPO, G-I-N, SUNY Distinguished Academy, and Auditory Oral School of NY. Last, I have a deep appreciation for scholarship and evidence-informed practice, based on over 300 scientific publications and more than 1,000 professional lectures in two dozen countries.

I am thrilled at the opportunity to serve the Academy and its members further as president-elect and deeply appreciate your time in reading this statement and considering my candidacy.

CURRICULUM VITAE

Name: Richard M. Rosenfeld, MD, MPH, MBA

Current Employment:

Distinguished Professor, Chairman, and Residency Program Director, Department of Otolaryngology, SUNY Health Sciences University, Brooklyn, NY; Continuous employment at SUNY Downstate since 10/92

Place of Birth: Bronx, NY, USA

Education:	Dates	Degree	Graduation
SUNY Oswego, Oswego, NY	8/16 to 8/18	MBA, healthcare	August 2018
School of Public Health, Pittsburgh	8/89 to 6/91	MPH, epidemiology	June 1991
SUNY Buffalo School of Medicine	7/80 to 6/84	MD, with honors	June 1984
Hamilton College, Clinton, NY	8/76 to 6/80	BA, chemistry	June 1980

Residency and Fellowship:

Fellowship, Pediatric ENT, Pittsburgh, PA 7/89 to 6/91
Residency, Mt. Sinai Medical Center, NY 7/84 to 6/89

Specialty: Pediatric otolaryngology

Licensure and Certification:

NY license MD-164941, since 1984
American Board of Otolaryngology, certification since 1989
American Board of Lifestyle Medicine, certification in progress 2020

Previous Employment:

The Long Island College Hospital, Brooklyn, NY 10/92 to 5/11
Kings County Hospital Center, Brooklyn, NY 10/92 to 1/03
Children's National Medical Center, Washington, DC 7/91 to 9/92
Children's Hospital Pittsburgh, Pittsburgh, PA 7/89 to 6/91

Memberships and Offices Held /Academy and other societies:

American Academy of Otolaryngology Head and Neck Surgery (member since 1987)

- Regent Executive Committee, 2016 to present
- Senior Advisor for Quality and Guidelines, 2011 to date
- Chair, ENT-PAC (Political Action Committee) Board of Advisors, 2016 to 2019
- Journal Editor, *Otolaryngology – Head & Neck Surgery*, 2006 to 2014
- Foundation Board of Directors, 2005 to 2015
- Chair, Specialty Society Advisory Council (SSAC), 2013 to 2015
- Chair, Science and Education Committee, 2012 to 2014
- Chair, Guidelines Task Force, 2007 to 2011
- Chair, CORE Study Section, 2002 to 2005

American Society of Pediatric Otolaryngology (member since 1995)

- President, 2011 to 2012
- Board of Directors, 2000 to 2014
- Chair, Scientific Program Committee, 2000 to 2001
- Chair, Finance Committee, 2006 to 2010
- Chair, Development Committee, 2000 to 2005 and 2011 to 2014

Guidelines International Network (G-I-N)

- Board of Trustees, 2011 to 2014
- Chair, Scientific Program Committee, 2009 to 2010
- Chair Emeritus and Founder, G-I-N North American Community, 2011 to present

Additional Societies

- President and Founder, International Society for Otitis Media, 2013 to 2015
- Member, American Otological Society, 2004 to present
- Member, Triological Society, 2003 to present
- Member, American Academy of Pediatrics, 1992 to present
- Member, American College of Lifestyle Medicine, 2019 to present
- Executive Committee and Past Program Chair, SUNY Distinguished Academy, 2016 to present
- Member, American Bronchoesophagological Association, 1999 to 2017

Honors:

1. America's Top Doctors, Castle-Connolly Guide, 2000 to present
2. Appointed to Expert Committee, American College of Lifestyle Medicine, 2019 to present
3. Ogura Lectureship, Washington University, St. Louis, 2016
4. Distinguished Professor (highest academic rank), State University of New York, 2016
5. Charles J. Krause, MD, Lectureship, University of Michigan, 2015
6. Kenan Lecturer, Division of Otolaryngology, Duke University, 2014
7. Patrick E. Brookhouser Memorial Lecture, Boys Town Nat'l Research Hosp, Omaha, NE, 2013
8. Sylvan E. Stool Memorial Lectureship, Vail, Colorado, 2011
9. Louis H. Clerf Guest Lecturer, Jefferson Medical College, 2010
10. Presidential Citation, Triological Society, 2010
11. Alpha Omega Alpha (AOA), Buffalo Medical School, 1983

Awards:

1. AAO-HNS Distinguished Service Award (only member to earn 5 times), 2019, 2015, 2012, 2008, and 2001
2. Najoua Mlika-Cabanne Innovation Award, Guidelines International Network (G-I-N), 2016
3. Guidelines International Network North American Community Outstanding Leadership Award, 2015
4. Faculty Award for Outstanding Teaching and Support, SUNY Downstate, 1994 and 2014
5. Award for Worldwide Contributions to Pediatric Otolaryngology, Inter-American Association of Pediatric Otorhinolaryngology, 2011
6. Robert Ruben Award for Excellence in Clinical Practice and Research, Society for ENT Advances in Children, 2002
7. AAO-HNS Honor Award for Volunteer Service, 1995
8. Fayerweather Prize Scholarship for Academic Excellence, Hamilton College, 1977

Community Service:

- Lecturer and facilitator, Brooklyn Borough President's initiative on plant-based health and nutrition
- Chairman of the Board, Auditory-Oral School NY (AOSNY), 2002 to present
- Board of Directors, StrivRight Early Intervention, 2002 to present
- Capital Campaign Chair, AOSNY and StrivRight Early Intervention, 2016 to 2019
- First Year Medical Student Mentor, SUNY Downstate, 1997 to 2010, and 2014 to present
- Medical Student Interviewer, SUNY Downstate, 1996 to present
- Entertainer, Annual Operating Room Holiday Party, 1996 to present (accordion and singing)
- Guest Examiner, American Board of Otolaryngology, 2002 to 2004

Regional/Local Hospital Participation:

SUNY Downstate Medical Center, Brooklyn, NY

- CEO, UPB-Brooklyn ENT Faculty Practice Plan, 2014 to present
- President. Medical and Dental Staff, 2016 to 2019

- Chair, Medical Executive Council, 2016 to 2019
- Chair, Clinical Chairs Group, 2016 to 2020
- Graduate Medical Education Committee, 2009 to 2015
- Medical Executive Committee, 1996 to 1999, and 2007 to present
- Treasurer and Chair, University Physicians of Brooklyn Finance Committee, 2016 to present
- University Physicians of Brooklyn Executive Committee, 2012 to present
- University Physicians of Brooklyn Governing Board, 1998 to 2002, and 2011 to present
- Research Administrative Task Force Steering Committee, 2012
- CME Executive Advisory Board, 1998 to 2000

Summation of Published Works Within the Specialty:

Ten most highly cited peer-reviewed articles (of 268 total publications):

1. Rosenfeld RM, Andes D, Bhattacharyya N, et al. Clinical practice guideline: adult sinusitis. *Otolaryngol Head Neck Surg* 2007; 137(Suppl):S1-S31. Citations: 1,339
2. Lieberthal AS, Carroll AE, Chonmaitree T, ...Rosenfeld RM, et al. The diagnosis and management of acute otitis media. *Pediatrics* 2013; 131:e964-e999. Citations: 1,047
3. Bhattacharyya N, Baugh RF, Orvidas L, ...Rosenfeld RM, et al. Clinical practice guideline: benign paroxysmal positional vertigo. *Otolaryngol Head Neck Surg* 2008; 139:S47-81.
4. Stachler RJ, Chandrasekhar SS, Archer SM, Rosenfeld RM, et al. Clinical practice guideline: sudden hearing loss. *Otolaryngol Head Neck Surg* 2012; 146:S1-S35. Citations: 950
5. Baugh RF, Archer SM, Mitchell RB, Rosenfeld RM, et al. Clinical practice guideline: tonsillectomy in children. *Otolaryngol Head Neck Surg* 2011; 144:S1-S30. Citations: 901
6. Bhattacharyya N, Baugh RF, Orvidas L, ...Rosenfeld RM, et al. Clinical practice guideline: benign paroxysmal vertigo. *Otolaryngol Head Neck Surg* 2008; 139 (5_suppl):47-81. Citations: 881
7. Rosenfeld RM, Culpepper L, Doyle KJ, et al. Clinical practice guideline: otitis media with effusion. *Otolaryngol Head Neck Surg* 2004; 130:S95-S118. Citations: 664
8. Rosenfeld RM, Vertrees J, Carr J, et al. Clinical efficacy of antimicrobials for acute otitis media: meta-analysis of 5,400 children from 33 randomized trials. *J Pediatrics* 1994;124:355-367.
9. Franco RA, Rosenfeld RM, Rao M. Quality of life for children with obstructive sleep apnea. *Otolaryngol Head Neck Surg* 2000; 123:9-16. Citations 587
10. Rosenfeld RM, Vertrees JE, Carr J, et al. clinical efficacy of antimicrobial drugs for acute otitis media: metaanalysis of 5400 children from 33 randomized trials. *J Pediatr* 1994; 124:355-67. Citations 539

Selected influential publications:

1. Rosenfeld RM. Clinical practice series: acute sinusitis in adults. *NEJM* 2016; 375:962-70.
2. Schilder SGM, Chonmaitree T, Cripps AW, Rosenfeld RM, et al. Otitis media. *Nature Reviews Disease Primers* 2016; 2:1-18.
3. Rosenfeld RM, Nnacheta LC, Corrigan MD. Clinical consensus statement development manual. *Otolaryngol Head Neck Surg*; 2015; 153(Suppl 2S):S1-S14.
4. Rosenfeld RM, Shiffman RN, Robertson P. Clinical practice guideline development manual, 3rd edition: a quality-driven approach for translating evidence into action. *Otolaryngol Head Neck Surg* 2013; 148(Suppl 1):S1-S55. Rosenfeld RM. How to review journal articles. *Otolaryngol Head Neck Surg* 2010; 142:472-86.
5. Rovers M, Zielhuis GA, Schilder AGM, Rosenfeld RM. Otitis media. *Lancet* 2004; 363:465-73.

Total publications in peer-reviewed journals: 138 articles

Editorials, Reviews, and Letters: 130 publications

Books and Book Chapters: 5 books, 63 book chapters

Impact on Field: h-index of 61 (61 articles cited at least 61 times by others)

Complete publications available at: <http://scholar.google.com/citations?user=gckquFsAAAAJ&hl=en>