



ANTHONY J. MAZZARELLI, MD, JD, MBE

SPEAKER PRESS KIT

INSPIRATION AND INNOVATION FROM EXPERIENCED HEALTHCARE SPEAKERS

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organization wide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support teamwork side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



HURON



Anthony J. Mazzarelli, MD, JD, MBE

NATIONAL SPEAKER, HEALTHCARE EXECUTIVE, PRACTICING PHYSICIAN, AUTHOR

Anthony Mazzarelli is a doctor, healthcare executive, lawyer, bioethicist and associate professor. He uses this unique background to engage audiences of all types, ranging from hospital leaders, health system boards, hospital staff, medical groups, physician leaders and nonmedical groups. His clinical, academic and leadership experiences shape all of his talks to make them informative as well as entertaining. He is a regular guest on multiple local and national media outlets and is a regular fill-in host on CBS radio, where his nonpartisan approach to current events has reached 38 states and Canada. Anthony is the author of two bestselling books, *Compassionomics: The Revolutionary Evidence that Caring Makes a Difference* and *Wonder Drug: 7 Scientifically Proven Ways the Serving Others is the Best Medicine for Yourself*.

Along with his responsibilities as an executive in a health system, Dr. Mazzarelli continues to practice emergency medicine at a Level 1 Academic Medical Center in Camden, New Jersey—an urban community previously known for its challenges with poverty and crime. This helps him remain close to the practice of medicine and how it impacts patients, staff and physicians.

PROFESSIONAL EXPERIENCE

Dr. Mazzarelli is Co-President and Chief Executive Officer of Cooper University Health Care and the Dean of Clinical Affairs for Cooper Medical School of Rowan University. Cooper University Health Care is a \$1.7B Academic Medical Center, Level 1 Trauma Center, with over 100 ambulatory locations and an 850-physician multi-specialty faculty practice plan. Prior to his current role, Dr. Mazzarelli served as Cooper's Chief Physician Executive where he oversaw the physician practice, as well as quality/patient safety and continuous process improvement efforts for the health system. He lectures about healthcare policy, bioethics and process improvement within the medical school and residency programs. Dr. Mazzarelli started Cooper's Process Improvement Office, which included the introduction of continuous process improvement principles such as Lean Six Sigma as a methodology for operational efficiency and quality improvement. This helped the organization achieve its first-time recognition as a "Top Performer" by The Joint Commission as well as achieve millions of dollars in savings. Prior to his current role, Dr. Mazzarelli was the Vice President of Strategic Planning and Implementation, responsible for assisting in the development of the latest strategic plan for the health system that was adopted in 2012 and has resulted in the largest growth in the health system's history, with revenue now exceeding well past a billion dollars annually. Aside from growing the size of the practice in both physicians and revenue, Dr. Mazzarelli oversaw the implementation of a variable compensation plan as well as the doubling of physician engagement scores during the same time. He was also one of the three original team members to work on integrating Cooper and Rowan in preparation for the founding of Cooper Medical School of Rowan University and organizing for initial accreditation for the new medical school that graduated its first class in May 2016.

Dr. Mazzarelli received his medical degree from Robert Wood Johnson Medical School, his law degree from University of Pennsylvania Law School and his master's in bioethics from the Perelman School of Medicine at the University of Pennsylvania. In 2010, he was awarded the Halo Award for leading a team of 18 health care providers from Cooper into Haiti in the days immediately following the 2010 earthquake. Dr. Mazzarelli has been named one of the 50 most powerful people in New Jersey health care by NJ Biz and NJ ROI. He has been

named an ROI Influencer in Health Care for 2022 and named Philadelphia's Most Admired CEO from Philadelphia Business Journal. Dr. Mazzealli has also received numerous commendations for his leadership.

INDUSTRY SPEAKING ENGAGEMENTS

- American College of Healthcare Executives
- American College of Emergency Medicine
- American Swiss Foundation Leadership Conference
- Association of American Medical Colleges Spring Meeting
- Healthcare Financial Management Institute
- Louisiana Hospital Association Annual Meeting
- North American Partners in Anesthesia
- NHS Scotland - Healthcare Improvement Scotland QI Connect Session

EDUCATION AND CERTIFICATIONS

- Bachelor of Science (BS), with Honors, Washington and Lee University
- Medical Doctor (MD), AOA Honor Society, Robert Wood Johnson Medical School (Rutgers)
- Juris Doctorate (JD), with Honors, University of Pennsylvania Law School
- Master's in Bioethics (MBE), Perelman School of Medicine at the University of Pennsylvania
- American Board of Emergency Medicine

PROFESSIONAL ASSOCIATIONS

- Member, American Association of Physician Leaders
- Member, American College of Emergency Physicians
- Member/Committee Member, American College of Healthcare Executives
- Member, Fellow of The College of Physicians of Philadelphia
- Member, National Association of Corporate Directors
- Member, Vidocq Society

PUBLICATIONS/AUTHORED RESOURCES

- [How Do You Cure a Compassion Crisis](#), Freakonomics Radio, December 16, 2020
- [Warp Speed refers to business risk, not safety shortcuts](#), Smerconish, CNN, December 5, 2020
- [Digitally Transforming Patient Care](#), Cheddar TV, September 10, 2020
- [Compassion Saves Lives – What the coronavirus pandemic is teaching us about caring for one another](#), NY Daily News, April 12, 2020
- [Opinion: The Best Neuroscience Books of 2019](#), [The Scientist](#), December 18, 2019
- [Our Five Favorite Reads of 2019](#), Center for Compassionate Leadership, December 17, 2019
- [Compassionomics](#), The Second City Works podcast, July 25, 2019
- [In-studio quest, NPR broadcast on "Compassion in medicine"](#), WHYY Radio Times, national re-broadcast on SiriusXM NPR Now, July 7, 2019
- [Kindness is not weakness; bullying is not strength](#), The Daily Herald (Columbia, TN), July 3, 2019
- [Compassion and efficiency not mutually exclusive in health care](#), [Canadian Medical Association Journal \(CMAJ\) News](#), June 20, 2019
- [Book: Compassion helps save lives](#), Smerconish, CNN, April 27, 2019
- [Compassionomics: Hypothesis and Experimental Approach](#), Medical Hypotheses, September 2017
- [Association Between Medicare Star Ratings for Patient Experience and Medicare Spending Per Beneficiary for US Hospitals](#), Journal of Patient Experience, March 2017

- [Lean Six Sigma to Reduce ICU Length of Stay and Costs in Prolonged Mechanical Ventilation](#), *Journal For Healthcare Quality*, November 2016
- [Patient Experience and Health Care Quality](#), *JAMA Internal Medicine*, October 2016
- [Association Between Medicare Summary Star ratings for Patient Experience and Clinical Outcomes in US hospitals](#), *Journal of Patient Experience*, March 2016
- [Purchase and Use Patterns of Heroin Users at an Inner City Emergency Department](#), *Journal of Emergency Medicine*, January 2012
- [Draw the Line: The Problem of Defining Life](#), *Pharos Magazine*, Spring 2003.

Presentations

WONDER DRUG: THE SCIENCE OF SERVING OTHERS

Audience: All Healthcare Roles, Non healthcare roles

Focus: Leadership, Communication, Employee Attraction and Engagement, Patient and Consumer Engagement,

Length: Keynote

In this presentation, Dr. Mazzarelli will illuminate, through neuroscience and captivating stories from his clinical practice, how being a giving, other-focused person is a secret superpower. Research shows that the evidence-based way to live your life is serving others. Kinder people not only live longer, they also live better. Science shows that serving others is not just the right thing to do, it's also the smart thing to do.

Dr. Mazzarelli will make you rethink your notions of “self-care” and “me time,” and realize that focusing on others is a potent antidote to the weariness that so many of us feel in modern times. Getting outside of your own head, outside the swirl of self-concern that may dominate your mental chatter, is, ironically, one of the best things you can do for yourself.

Building upon his earlier work showing that, in the context of healthcare, having more compassion for patients is a powerful way to not only achieve better patient outcomes, but also promote well-being, resilience and resistance to burnout among healthcare workers, Dr. Mazzarelli now extends this research to uncover how the power of serving others reaches far beyond the medical world and can be a life-changing therapy for everyone.

Dr. Mazzarelli's work relates to the varying meanings of giving in real people's daily lives. His message will convince and inspire people to make simple prism changes. You don't need a total life upheaval, just a purposeful shift in mindset. In fact, the crucial first piece of his evidence-based prescription is this: start small. Per science, the best way to well-being, personal success, and professional success is about focusing on others—whether they are your co-workers, your patients, your clients, your neighbors, or even strangers.

Learning Objectives:

- Understand the personal and professional benefits of giving and focusing on other people
- Examine the role of the positive psychology literature and its applicability to the workplace setting
- Learn the data behind the advice that people often give each other about how to treat one another

COMPASSIONOMICS: IS THERE EVIDENCE BEHIND THE ART OF MEDICINE?

Audience: All Healthcare Roles

Focus: Leadership, Communication, Employee Attraction and Engagement, Patient and Consumer Engagement

Length: Keynote

There is art that is not science, and there is science with no art. However, contrary to how most people typically think, there are aspects of art that is pure science. That science is rooted in neurobiology, physiology, immune function, human connection, behavior change and even health economics. Compassion science tells us that the provider-patient relationship can increase patient satisfaction, improve clinical outcomes and lower healthcare costs. It can also dramatically impact the engagement of those that deliver care. Additionally, the relationship between healthcare providers and staff to each other can have a profound impact on the

engagement and resilience of staff. It is how healthcare professionals choose to interact with each other and view those interactions that determines whether it leads to burnout or fulfillment. In short, are people happy because they are successful or successful because they are happy? This session will review the data behind the “art of medicine” and, perhaps more interesting, the evidence (or lack thereof) behind the everyday advice that people often give to each other.

Learning Objectives:

- Understand the definition of the field of compassion science
- Explore the impact of the provider-patient relationship on patient experience, clinical outcomes, healthcare spending and provider engagement
- Examine the role of the positive psychology literature and its applicability to healthcare professionals
- Learn the data behind the advice that people often give each other about how to treat one another and patients

WHAT YOU NEED TO KNOW ABOUT THE CURRENT STATE AND FUTURE OF THE U.S. HEALTHCARE SYSTEM

Audience: All Healthcare Professionals and Staff, Hospital and Health System Boards, All Nonmedical Audiences

Focus: Leadership, Communication, Patient and Consumer Engagement, Quality and Safety, Technology, Healthcare Finance

Length: Keynote

Whether you have been working in healthcare for decades or merely participate as a patient, how much do you really know about the forces that have molded and are currently shaping the overall United States healthcare system? This session looks at the data at a macro level to view the U.S. healthcare system in both a historical and present-day context to help participants understand the stakeholders and the myriad of incentives and various directions by which those forces impact those that provide care and those that receive care. Using comparisons to other industries, as well as examining the role of technology and the role of the media and public opinion in shaping the debate over healthcare policy, this session will not only help participants better position themselves in the healthcare debate, but also help healthcare leaders and providers better understand the “why” in the current national discussion.

Learning Objectives:

- Understand the stakeholders in the U.S. healthcare system and how their relationship has developed with respect to the evolving payment system
- Review the data on the size and scope of the current U.S. healthcare system
- Examine the predicted rise in consumerism among patients and employers within the U.S. healthcare system
- Identify and discuss how technology has developed differently within healthcare as opposed to other industries within the United States
- Examine the range of competencies needed if the future predicted by health economists develops

COMPASSIONOMICS: HOW THE CLINICAL AND ECONOMIC VALUE OF CARING CAN DRIVE PHYSICIAN ENGAGEMENT

Audience: Executive Leaders, Physician Leaders

Focus: Leadership, Communication, Physician Alignment and Engagement

Length: Keynote

Without physician engagement it is nearly impossible to achieve any meaningful goals or change as a healthcare organization. However, physicians are often the most resistant to change and the most difficult to get buy-in for meaningful initiatives or transformations. How do you overcome this seemingly natural physician/administrator divide? Using a case study, this session will highlight the pathway of how to significantly increase physician engagement scores. It is the lessons learned, both what went well and not so well, in being able to motivate and organize in a way to impact how an organization interacted and led their physicians to a doubling of physician engagement scores.

Learning Objectives:

- Articulate strategies to improve physician engagement
- Understand how to prioritize efforts to drive enhanced engagement
- Learn how selection of engagement champions and use of physician leaders are catalysts to drive engagement

COMPASSIONOMICS: IS THERE EVIDENCE BEHIND THE ART OF MEDICINE?

Audience: All Healthcare Roles

Focus: Leadership, Communication, Employee Attraction and Engagement, Patient and Consumer Engagement

Length: Keynote

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Learning Objectives:

- Understand the definition of the field of compassion science
- Explore the impact of the provider-patient relationship on patient experience, clinical outcomes, healthcare spending and provider engagement
- Examine the role of the positive psychology literature and its applicability to healthcare professionals
- Learn the data behind the advice that people often give each other about how to treat one another and patients

THE HISTORY OF MEDICINE AND THE MEDIA

Audience: Executive Leaders, Physician Leaders, Physician Leaders

Focus: Medical History, Media, Physicians

Length: Keynote

There used to be a saying: “a doctor’s name should appear in the press only at birth, death and marriage.” However, this changed long before the rise of Twitter and Facebook. How do Americans perceive physicians? How does the media portray physicians, and how has that changed over time? This session will review both the nonfictional and fictional history of physicians in popular culture as well as the data behind the impact it has had on the public’s view.

Learning Objectives:

- Explore the sources of how Americans receive their medical news
- Examine the history of how medical news has been covered by the media
- Explore both the movie and television portrayal of physicians and the health care industry
- Review the data behind the impact popular culture has had on the public perception of physicians

LEARN HOW TO ARGUE BIOETHICS LIKE A LAWYER

Audience: All Healthcare Roles

Focus: Communication, Quality and Safety

Length: Keynote

Healthcare providers and organizations are constantly faced with ethical dilemmas. Too often there is deference to legal counsel when the issue at hand truly deserves an ethical discussion. Both our patients and our caregivers deserve the largest possible airing of these issues (aside from the fact that it is no fun to let lawyers make all the decisions). However, most healthcare professionals are only armed in an ethical debate with what they were taught in a bioethics course which is to discuss the four principles of bioethics: autonomy, beneficence, non-maleficence, and justice. There are, however, many more tools to look at these issues. This session is designed to help participants establish as well as practice those tools so they may engage in deeper and more meaningful discussions around some of the most intense issues that face healthcare providers and institutions.

Learning Objectives:

- Learn the basics behind various philosophical methodologies
- Understand the importance of framing when addressing an argument
- Establish an ethical framework for approaching and solving ethical dilemmas

IMPLEMENTING A PHYSICIAN COMPENSATION PLAN

Audience: Executive Leaders, Physician Leaders

Focus: Physician Alignment and Engagement, Communication, Change Management and Leadership

Length: Keynote

Most people are resistant to change, and physicians can be one of the most difficult groups when it comes to implementing major initiatives. Therefore, overcoming the resistance in establishing a new compensation plan

for physicians is one of the most difficult endeavors that an organization can undertake. Physicians are highly individualistic, highly skeptical, and, like most well-educated people, have a strong confirmation bias to see the negative aspects that accompany a change in a compensation model. This session will explore all of the detail of one organization's journey from a straight salary model to a completely variable compensation plan—from the planning to the initial implementation to the ongoing management—what to do and what not to do and how it can apply to your organization.

Learning Objectives:

- Understand the climate of physician compensation across the US healthcare system
- Examine various models of how a compensation plan can incorporate quality, patient experience, productivity, and other institutional goals
- Explore the steps necessary in planning the implementation of a new physician compensation plan

USING SCIENCE TO DRIVE BUSINESS: CONTINUOUS PROCESS IMPROVEMENT AS THE CORNERSTONE TO IMPROVEMENT IN QUALITY AND ENGAGEMENT

Audience: All Leaders, All Healthcare Roles

Focus: Physician Alignment and Engagement, Patient and Consumer Engagement, Employee Attraction and Engagement Change Management Leadership, Leadership

Length: Keynote

Healthcare organizations are in the business of science but often they do not apply science to their business. This is changing as more and more healthcare organizations are embracing principles of continuous process improvement such as Lean Six Sigma to improve quality and efficiency. These methodologies engage staff at all levels of an organization to identify improvement opportunities and to solve problems without having to use expensive consultants or costly new technology. Organizations are saving millions each year on the ideas implemented by staff and managers and tracked and controlled using proven methodologies that are the focus of this session. Perhaps the most difficult area to infiltrate with these tools is the standardization and process improvements surrounding clinical projects, where physicians and nurses are often the least familiar and oftentimes the most resistant to using these tools. This session will focus on how to incorporate these groups into your continuous process improvement projects and culture.

Learning Objectives:

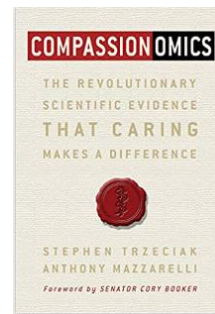
- Understand the basic principles of continuous process improvement
- Examine how process improvement tools are applicable to healthcare and how to get providers interested
- Describe the key elements for starting down the path for a culture of process improvement

Authored Resources

COMPASSIONOMICS: THE REVOLUTIONARY SCIENTIFIC EVIDENCE THAT CARING MAKES A DIFFERENCE

Compelling new research shows that health care is in the midst of a compassion *crisis*. But the pivotal question is this: Does compassion *really* matter?

In *Compassionomics: The Revolutionary Scientific Evidence that Caring Makes a Difference*, physician scientists Stephen Trzeciak and Anthony Mazzairelli uncover the eye-opening data that compassion could be a wonder drug for the 21st century.



Now, for the first time ever, a rigorous review of the science - coupled with captivating stories from the front lines of medicine - demonstrates that human connection in health care matters in astonishing ways. Never before has all the evidence been synthesized together in one place.

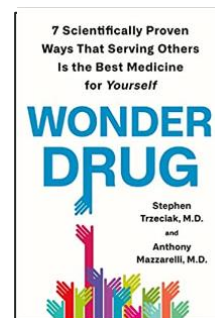
You will see compelling evidence that:

- Compassion has vast benefits for patients across a wide variety of conditions
- Missed opportunities for compassion can have devastating health effects
- Compassion can help reverse the cost crisis in health care
- Compassion can be an antidote for burnout among health care providers
- 40 seconds of compassion can save a life

After seeing all the evidence, the answer is crystal clear: Compassion *matters*...in not only meaningful but *measurable* ways.

WONDER DRUG: SCIENTIFICALLY PROVEN WAYS THAT SERVING OTHERS IS THE BEST MEDICINE FOR YOURSELF

In *Wonder Drug*, physician scientists Stephen Trzeciak, M.D., and Anthony Mazzairelli, M.D., illuminate, through neuroscience and captivating stories from their clinical practices, how being a giving, other-focused person is a secret superpower. Serving others—and pitching in to the world in general—is the evidence-based way to live your life. Kinder people not only live longer, they also live better. Science shows that serving others is not just the right thing to do, it's also the smart thing to do.



Wonder Drug will make you rethink your notions of “self-care” and “me time,” and realize that focusing on others is a potent antidote to the weariness that so many of us feel in modern times. Getting outside of your own head, outside the swirl of self-concern that may dominate your mental chatter, is, ironically, one of the best things you can do for yourself.

Building upon their earlier work showing that, in the context of healthcare, having more compassion for patients is a powerful way to not only achieve better patient outcomes, but also promote well-being, resilience and resistance to burnout among healthcare workers, Trzeciak and Mazzairelli now extend their research to uncover how the power of serving others reaches far beyond the medical world and can be a life-changing therapy for everyone.

Wonder Drug relates to the varying meanings of giving in real people's daily lives. The stories in this book will convince and inspire you to make simple prism changes. You don't need a total life upheaval, just a purposeful shift in mindset. In fact, the crucial first piece of the evidence-based prescription is this: start small. Per science, the best way to well-being and finding your true fulfillment is this: scan your orbit for the people around you in need of help, and go fill that need, as often as you can.

What Organizations Are Saying

“I absolutely loved the lecture.”

“This session was really great! It was very interesting, funny, and thought provoking.”

“Dr. Mazzearelli was very engaging, and I really enjoyed his presentation!”

“An absolute eye opener on the field of Healthcare and brought up a lot of questions, as well as thoughtful discussion.”

“I enjoyed the presentation on the state of healthcare today. It provided a great comprehensive view of where we were in healthcare and where we are headed.”

“It was one of the best lectures I have ever been to! Very interactive, interesting, and fun.”

“To repeat, Dr. Mazzearelli is THE MAN!”

“Wow! Great concrete ideas for change!”

“Loved the data and examples. Great style and relevant content.”

“Treasure trove of ideas to bring home.”

“Very engaging speaker and a great topic—this was a very impactful presentation for me as a physician leader.”



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