

George D. Rogu, M.D.

646 Commack Road | Commack, NY 11725

Cell# (631) 897-3897 | drrogu@RBKPediatrics.com | www.linkedin.com/in/drgeorgerogu (or scan QR Code)



CAREER SUMMARY

Accomplished Physician with two decades of experience managing the most technologically advanced private pediatric practice on Long Island. Proven track record in creating cutting edge programs that utilize technology to deliver care and medical information to patients. Specializes in guiding small private practices through transformations that focus on innovation and delivering advanced medical care. Thrives in dynamic environments requiring a strong analytic, quantitative, strategic, and operational focus. Skilled in balancing competing time commitments, from providing world class clinical care and mentoring staff to performing high-level administrative functions. Excels at problem solving and giving presentations.

CERTIFICATIONS

- Board Certified in Pediatrics – 2014
- Licensed in State of New York (NYS 203468)
- DEA Registration BR4979209
- Certified Physician Executive (in progress, expected Spring 2016)

KEY SKILLS

- Leadership/Mentoring
- Clinical Effectiveness
- Negotiations
- EMR (Electronic Health Record)
- Insurance Contracts
- Case Management Protocols
- Healthcare Management
- Managed Care
- Healthcare Information Technology
- Strategic Planning
- Resource Management
- Clinical Research
- Practice Administration
- Quality Management
- Customer Service
- Marketing
- Utilization Review
- Team Building
- Teaching
- Public Speaking

EMPLOYMENT EXPERIENCE

RBK Pediatrics & Urgent Care – Bayshorean, NY/Commack, NY

July 1996 - Present

Pediatrician/CEO/Managing Partner

- Transformed 50 year-old practice into most technologically advanced private pediatric practice on Long Island.
- Oversee insurance contract analysis and negotiations. Initiated complete overhaul of insurance contract review process in 2007. Discovered contracts on auto renew that were subsequently outdated by 10 years. Created clinical reports proving to insurance companies that RBK provided superior medical care, delivered favorable clinical outcomes and cost savings to carrier. Successfully renegotiated RBK's contracts and increased insurance reimbursement by 30%.
- Directs practice of 15 doctors and nurse practitioners, in addition to support staff in excess of 50 employees in delivery of General Pediatric Medicine. Earned designation as highest "NCQA Level Three Medical Home Status" in 2011.

Achievements

- Expanded RBK Pediatrics Preventative Care Model to also include a Pediatric Urgent Care line of business. Delivered flexible, efficient and convenient care to patients by having 2 of the practice's 15 doctors available to administer services after traditional office hours. Developed entire line of business and spearheaded marketing efforts. Created tagline that embodied mission of practice, "Primary Care when you want it, Urgent Care when you need it." Maintained website and led community awareness initiatives. Received "**Certified Pediatric Urgent Care Center**" status in 2013.
- Directed Meaningful Use program as Lead Physician. Secured state funding of **\$65K** per doctor over five years. Utilized grants to facilitate practice transformation in terms of technology, integrations, workflows and efficiencies.
- Drove 2003 **practice acquisition and merger** of Bayshore office from a one doctor, mom and pop operation into three doctor mainstream office. In process of acquiring two additional solo practices to bring under RBK system and manage all details of process. Negotiated with senior doctor and facilitated staff assimilation process, as old practice folded into RBK infrastructure. Handled administrative details including insurance contracts, staffing and office culture.
- Incorporated **population health management** into practice to achieve quality measures that benefit patients and satisfy quality incentive bonus programs with managed care Medicaid programs, P4P programs and PCMH directed initiatives.
- Conceptualized and launched **Chronic Care Program** that provides service to approximately 1000 patients per year. Recruited and screened qualified doctors and nurse practitioners. Trained new staff on medical policies, templates and protocols to follow. Managed program through early stages and turned clinical duties over to other doctors. Maintain presence as physician on staff.

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EDUCATION, INTERNSHIP & RESIDENCY

Albert Einstein College of Medicine, Montefiore Medical Center – Bronx, New York

July 1994 – June 1996

Physician (Residency: PGY-2 and PGY-3)

Jersey City Medical Center (*Affiliate of Seton Hall University*) – Jersey City, NJ

July 1993 – June 1994

Intern (PGY-1)

Medical School

Institute of Medicine and Pharmacy – Bucharest, Romania

September 1984 - September 1990

Doctor of Medicine or Medical Degree M.D.

SELECTED ACHIEVEMENTS

Practice Management & Innovation

- Implemented electronic practice management program in 1997 for RBK Pediatrics. Transformed paper billing and collections to more mainstream electronic process.
- Initiated and spearheaded transition to **Pediatric Specific Electronic Health Record (EHR)** in 2008. Identified cost effective and user friendly EHR that best fit unique needs of practice. Developed, configured and customized workflow to fit daily routine. Trained over 50 staff members including physicians, nurse practitioners and administrative team members. Served as team leader and main Pediatric consultant to EHR company (Xcitehealth.com) to beta test software through development and upgrades.
- Launched and managed online patient engagement medical portal, KonceigeMD.com, in 2013. Transferred data to new portal called Bridgepatientportal.com.
- Received annual Award from Physicians Computer Company (PCC) for leading most financially sound practice for three years in a row, based on independent benchmarking analysis from PCC.

Medical Achievements & Program Management

- Serve as Medical Director of **RBK Pediatrics Urgent Care**. Developed program medically, obtained certification from Urgent Care Association of America. Oversee daily operations, implement medical policies/procedures and provide care to patients.
- Conceptualized, launched and direct **Pediatric Chronic Care Program** of RBK Pediatrics including Pediatric Obesity Program, Asthma Care, ADHD Evaluation and Management Program, and International Adoption Program.
- Managed physicians and cases for Pediatric Inpatients at three local hospitals as part of **Pediatric Inpatient Hospital Program**. Collaborate with Good Samaritan Medical Center, NSLIJ Health System (Southside Hospital), and St. Catherine's of Siena. Handle cases including Routine Newborn Well Baby Care, Sickle Cell Disease, Acute Asthma, R/O Sepsis, IDDM, Gastroenteritis Dehydration, Cellulitis, Appendicitis, Pneumonia, Prolonged Fevers, Kawasaki Disease, Drug Overdose, Meningitis, Bacteremia, Bronchiolitis, Moderate trauma, Hydrocephalus, and Cerebral Palsy.

Leadership & Mentoring

- Spearhead **Future Doctor Mentoring program** and guide 16 high school seniors and college juniors through shadowing experience. Offer service opportunities and advise students with an interest in medical school. Lead students around hospital and provide exposure to cases and daily life of a physician.
- Developed community **Integrated Pediatric Group of Suffolk County** in 2014, where 30 local Pediatricians meet and discuss challenges and best practices including electronic health records (EHR), meaningful use (MU) funding, IT security, and patient centered medical home (PCMH). Provided guidance that enabled 6 Pediatric groups to transition to EHR practices.
- Serve on **Affinity Health Plans Physicians Advisory Board** and meet with top level executives and Medical directors to offer advice to help independent doctors' office survive and thrive within current healthcare market.
- Worked as Pediatric Representative and Board Member for **Samaritan Physicians Organization** in West Islip, NY since 2008. Serve on board of physician run IPA and represent organization as voice of community Pediatrics. Secured extra funding for doctors via grants and quality incentive bonus for insurance carriers.
- Help engage pediatricians to be active in community as Co-Chair of Nassau-Suffolk Pediatric Community Beacon HealthCare Partners IPA.

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AFFILIATIONS & MEMBERSHIPS

- Fellow of the American Academy of Pediatrics
- AAP Section Member on Foster Care and Adoption Medicine
- AAP Section on Practice Management and Administration (SOAPEM)
- Suffolk County Pediatric Medical Society
- Medical Advisor, American Academy of Traumatic Stress
- Board Member of the Samaritan Physicians Organization
- Beacon Health Care IPA Member

VOLUNTEER & ONLINE EXPERIENCE

AdoptionDoctors.com – Long Island, NY

2005- Present

Founder/Medical Director

- Launched service to create international and domestic adoption education manuals and classes to help prospective adoptive families navigate complicated process involved in 2007 Hague accreditation process and Department of State regulations.
- Evaluated medical records, videotapes, pictures, and provided telephone consultations for over 150 families considering adopting an international or domestic child.
- Performed medical interactions via e-mail, express mail, telephone, and fax, saving families time and expense of traveling beyond their hometowns.
- Provided on-line courses designed to educate and empower prospective adoptive parents to facilitate a successful adoption process. Utilized by 120 people per month during peak times.
- Oversaw medical information provided in *Ask the Adoption Doctor* section and coordinated material written by physicians, nurse practitioners, psychologists, and social workers in the field.
- Delivered 30 lectures on various topics pertaining to Adoption Medicine to support groups and adoption agencies.
- Maintained seminars on www.adoptioneducationclasses.com and wrote numerous articles on current adoption issues.

COMPUTER SKILLS

- Physicians Computer Company for Practice Management
- xcitehealth.com for EHR
- Clinigence.com for Population Health Management
- bridgepatientportal.com and ZOCDOC.com for Patient Engagement
- Microsoft Word, Excel, PowerPoint, Outlook