

RICHARD S. CITRIN, PH.D., MBA

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PROFESSIONAL EXPERIENCE

Principal, Citrin Consulting; Organization and consulting psychologist, author and speaker Pittsburgh, PA 2009-Present

- Executive and Leadership Coaching Services.
- Strategic planning, organizational development, growth and profit planning, innovation, influence.
- Organizational Culture: Assist organizations in addressing successful change management, culture, and health and wellness.
- Keynote and breakout group speaker on topics including resilience, leadership and organizational effectiveness
- Blogger and Host of The Leadership Café
- Client base include Fortune 500 organizations, family owned business, foundations and philanthropic entities

Vice President, UPMC Health Plan, University of Pittsburgh Medical Center, Pittsburgh, PA, 2005-2009

- Senior leader at UPMC Health Plan providing overseeing P&L for 2 business lines.
- Part of Health Plan team responsible for increasing revenues from \$750M to \$1.5B over 5-year period.
- Drove integration of multiple product lines within UPMC Health Plan creating more streamlined operational and marketing systems.
- Implemented comprehensive process management improvements across multiple areas including call centers, clinical operations, and account management services.
- Delivered integrated EAP and wellness care services to UPMC hospitals, physician groups and community-based services.

Vice President, Health and Productivity Solutions, Corphealth (now Humana) Fort Worth, TX, 1997-2005

- Engaged in successful turn around project for corporation leading to successful sale to Humana Health Care.
- Implemented and oversaw health and wellness initiatives to State of Arkansas and other organizations.
- Provided national services to national employers including Burlington Northern Santa Fe Railway and Miller Brewing.
- Served on strategic planning team that developed the behavioral health disease management model and health and wellness programming.

Founding Owner and Managing Partner, Iatreia Institute, Fort Worth, TX. 1985-1997

- Created largest free standing privately held behavioral health clinic in Dallas-Fort Worth.
- Initiated and consummated sale of company to national managed behavioral health care company (Corphealth, now Humana Behavioral Health).
- Managed all aspects of consulting and clinical practice including staffing of over 25 consultants providing health and organizational services in the transportation, finance and healthcare industries.

Assistant Professor and Psychologist, Texas Christian University, Fort Worth, TX, 1980-84

- Provided clinical counseling services to TCU faculty, students and staff.
- Multiple undergraduate introductory and advanced clinical psychology courses

- **Richard S. Citrin, Ph.D., MBA**

- Developed specialized training programs in stress management, career development and test taking.

AWARDS AND HONORS

- Champion Award: Standing Firm of Southwest Pennsylvania, 2017
- Nominated for Women and Girls Foundation “WOMEN Award”, 2012
- Leadership Pittsburgh, Class XXIV, 2008.
- Disability Management Specialists Commission Quality Award won on behalf of UPMC. 2008.
- Employee Assistance Program Association EAP Award for Quality Excellence, 2003-2004, won on behalf of Burlington Northern Santa Fe Railway.

PROFESSIONAL ACTIVITIES:

- Licensed Psychologist in the States of Texas and Pennsylvania
- National Register of Health Service Providers in Psychology

EDUCATION

- MBA, University of Dallas
- Ph.D., University of Nebraska-Lincoln, Psychology
- B.A. The Ohio State University

CURRENT COMMUNITY SERVICE

- Chair, STANDING FIRM: Building the Business Case Against Partner Violence in the Workplace engaging over 350 companies to understand the business impact.
- Board Member, Women’s Center and Shelter of Allegheny County, Executive Committee Member and Assistant Treasurer
- Planning Commission, O’Hara Township
- Facilitator, Leadership Pittsburgh, Community Leadership Program for Veterans

PUBLICATIONS AND PRESENTATIONS

Books

- *Strategy Driven Leadership: The Playbook for Developing the Next Generation of Leader.* Taylor and Francis, New York 2020
- *The Resilience Advantage: Stop Managing Stress and Find Your Resilience.* Business Expert Press. Chicago, IL. 2016
- *How to Find a Job in Dallas- Fort Worth: The Insiders Guide.* Surrey Books. 1998

Workplace Excellence

- Retooling Leadership Development. *Strategic HR Review*, 2018
- Resilience, Agility. *Change Journal of the American Management Association*, Spring, 2017.
- The New Pricing Realities, *Journal of the Employee Assistance Program Association*, Summer, 2009.
- “EAP’s and Disability Management: Building an Integrated System of Care”, *EAPA’s Annual World Conference*, Atlanta, GA 2008.

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- “Leveraging EAP Services to Improve Integrated Health Care Delivery” *2nd Annual National Conference on Medical Behavioral Health Care Integration*, Chicago, IL. 2008.
- “Health and Wellness in the Workplace”, *Smart Business Pittsburgh*. October 2005.
- “Integrating Services for Optimal Proactive Care”, co-authored with Julie Meek, DNS. In *Case Management* vol.9 number 5, September 2004.
- “Grading EAP’s”, *EAP Digest* Vol. 24, Issue 3. Summer 2004.
- “Employee Assistance Programs: the Voice of the Purchaser”, Presentation at National *EAPA Conference*, November 2003, New Orleans.
- *How to Get a Job in Dallas Fort Worth*, with Robert Sanborn. Surrey Press, Chicago IL. Multiple editions from 1982-1992.

Health Promotion and Wellness

- Building Resilience in Healthcare: American College of Healthcare Professionals: May, 2019, Pittsburgh, PA
- Stress Management in the Workplace. Written with Sokratis Dinos and Kamaldeep Bhui. In *Health Promotion in the Workplace*. Michael O’Donnell, ed. American Journal of Health Promotion, 2015
- Why Stress Management Doesn’t Manage Stress. *Employee Benefit News*, April 2010
- “Health Coaching Benchmarks: Operations and Performance Data for Optimal Program ROI and Participant Health Status”, Contributor: *The Health Intelligence Network*, Manasquan, NJ 2009.
- “Promoting Wellness”, *Smart Business*, June 2006.
- “Improving Member Engagement through an Integrated Health Plan Model. Optimizing Patient Engagement for Health Plans”, Disease Management Conference, August 2006. Chicago, IL.

Healthcare Delivery

- “The Limits of Evidence Based Medicine in Behavioral Health Strategies”, *Disease Management Colloquium*, Philadelphia, PA, May 2005.
- “Predictive Modeling and its application to disease and case management”, with Julie Meek. *Disease Management: A Guide for case managers*, Diane Huber (ed). Elsevier Saunders. St. Louis, MO. 2005.
- “Modifying patient behaviors to optimize disease management outcomes”, *Health Information Network*, Chicago, IL March 2005.
- Helping employers become good consumers of disease management services”, *Chronic Disease Management Strategies for Employers Conference*. Phoenix, AZ February 2005
- “Predictive Modeling and its application to disease and case management”, co-authored with Julie Meek, DNS, In *Disease Management: a Guide for Case Managers*, edited by Diane Huber. Fall 2004.
- “Employer Disease Management Strategies”, *Disease Management 2003: New employer strategies to reduce costs and improve qualities*, 2003. With Sharon Dickerson, R.N. and Julie Meek, November 2003.
- “Shopping for predictive modeling tools: How to find the right tools for your purpose,” presentation at the *8th Annual Disease Management Congress*, San Diego, November 2003.

Mental and Behavioral Healthcare

- “Computer Directed Care: How is technology changing the role of the consumer and clinician?” *Institute for Behavioral Health Informatics. First Annual Conference*, November 1-2, 2005. Pittsburgh, PA.

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- “The Role of Behavior Modification in Disease Management: How You Can Maximize Your Program's Effectiveness.” *Health Information Network*, Audio_Conference Presentation, July 2004.
- “Integrating behavioral health services into both disease management and general healthcare benefits through carve in models,” presentation at Chronic Disease Management Strategies for Employers Conference. April 2004.

Speaking (recent)

- **Webinars**
 - Pittsburgh Technology Council (Resilience)
 - American Society for Healthcare Administrators (Strategy Driven Leadership)
 - AE Works (Resilience)
 - Goodyear Tire and Rubber (Resilience)
 - Vaco (Strategy Driven Leadership)
 - PR Leads (Strategy Driven Leadership)
 - Leadership Pittsburgh (Resilience)
 - Garden State Society for Human Resource Management (Strategy Driven Leadership)
 - California Human Resource Association (The Neurology of Leadership)
 - Illinois Society for Human Resources (Strategy Driven Leadership)
 - Pittsburgh Human Resource Association (Resilience and Strategy Driven Leadership)
 - Society for Advancement of Consulting (Consultation)
 - Women’s President’s Organization (Strategy Driven Leadership)
- Building a Strength’s Based Organization, Arlanxeo August, 2023
- Healthcare Council of Western PA. Developing the Leaders You Need, November 2019, Pittsburgh, PA
- AE Works Annual Meeting, *Strategy Driven Leadership*, November 2019, Pittsburgh
- Pennsylvania Associations of Non-Profit Organizations. *Building the Non-Profit Board of the Future*, September 2019. State College, PA
- American College of Healthcare Executives: *The Resilience Advantage*, May 2019, Pittsburgh, PA
- Goodyear Tire and Rubber, Global IT Team Collaboration. *Making Tough Conversations Doable*, October 2018, Akron, OH
- PNC Bank Retail Sales Group. *Bringing Change Management to Life*, May 2018, Pittsburgh PA
- Art and Science of Health Promotion *Building a Resilient Healthcare Organization*. April 2018, San Diego, CA
- Million Dollar Consulting Conference: *Strong, Smart, Resilient*. March, 2018 Boston, Ma
- Pittsburgh Business Group on Health Leadership Team: *Building a Strategic Team that is Built to Grow*, February 2018, Pittsburgh, PA

Software

- The Resilience Advantage Digital Solution