

Samuel R. Bierstock, MD, BSEE

417 Palm Trail, Delray Beach, FL 33483

561 306-0735 (Tel) 561 243-4093 (Fax)

Recipient: George Washington Honor Medal, Freedoms Foundation

Professional Biography



Dr. Sam Bierstock trained in Internal Medicine, is a board certified eye surgeon, holds a B.S. degree in Electrical Engineering, and is a nationally recognized authority on healthcare clinical information systems in both the ambulatory and hospital environments, specializing in physician adoption of clinical technologies and his original concept of "Thoughtflow[®]" (as opposed to "Workflow") as the essential driving force in successful physician acceptance of clinical information systems.

Sam Bierstock, MD, BSEE

From 2001 until 2004, Dr. Bierstock served as Vice President of Medical Affairs for Eclipsys Corporation, a leading national vendor of hospital information systems, supporting the company's ongoing professional relations with client hospital medical staffs, the ongoing development of Eclipsys' internal medical staff, and program development to assist the adoption of clinical technologies by clinicians.

He subsequently served as Vice President and Chief Medical Officer for Healthlink, Inc., a highly respected company providing consultative services to hospitals investing in, and implementing state-of-the-art computer technologies. During this time, he created a comprehensive methodology to address physician adoption of developing technologies and developed the concept of "Thoughtflow[®]" as the key factor in physician acceptance of workflow-altering technologies. In June of 2005, Healthlink was acquired by IBM, for which Dr. Bierstock served as a Fellow in IBM's Global Leadership Initiative Group and Thought Leadership, and Chief Medical Officer of IBM's Business Development Division charged with development of IBM's position in the vertical healthcare industry market.

He has written and lectured extensively on the impact of real time data on clinical practice.

Dr. Bierstock is an international lecturer on HIT issues, and is the author of a reference book on computerization of the medical office and more than 70 published articles in major medical journals. In addition, he was a contributing author to Merriam-Webster's "Medical Office Handbook," for the chapter on medical office

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computers. He has served on advisory boards of several healthcare information technology publications and organizations, including the E-Medicine Advisory Board of the American Medical Association.

In 1992, Dr. Bierstock founded and served as President of Computer Consultants for Professionals, Inc., a firm designed to assist physicians in selecting and maximizing efficiency in the use of information technology in the ambulatory clinical environment. Previously, he was a founder of the Millennial Group developed to provide healthcare industry consulting services and to serve as a "think-tank" regarding current and future issues in the dynamically changing world of healthcare delivery.

As a board-certified ophthalmologist with a background in internal medicine, he has more than 20 years of clinical and surgical practice experience.

Dr. Bierstock continues his work in the integration of physicians in highly technological clinical hospital and ambulatory environments providing educational and consulting services for hospital administrative leaders and independent physician practices migrating to healthcare information systems and electronic medical records. He is the founder and president of Champions in Healthcare, LLC (www.championsinhealthcare.com), a federation of nationally respected physician informaticists.

Dr. Bierstock received his MD from the University of Vermont College of Medicine and his BS in Electrical Engineering from Lehigh University. He performed his residency in Ophthalmology at Tufts-New England Medical Center and his internship in Internal Medicine at Montreal General Hospital. He has been a contributing editor, author or editorial consultant for approximately 20 publications.

He is widely sought-after speaker on a variety of subjects dealing with the adoption of clinical technologies by clinicians.

An accomplished musician and acclaimed song-writer, he has also attained national recognition for his work in paying tribute to our aging veterans, with speaking and entertaining engagements all over the United States and on national television and radio, and at national events.

In 2007 Dr. Bierstock was awarded the prestigious George Washington Honor Medal, Freedoms Foundation for responsible citizenship for his work in honoring our aging veterans of WWII, the Korean War and the Vietnam War. In receiving this award, Dr. Bierstock joins the ranks of past distinguished award recipients:

1998 - Chief Justice William Rehnquist
1982 - Chief Justice Warren Burger
1979 - Dr. Alton Ochsner
1977 - Lowell Thomas
1970 - Bill Pierson
1962 - Walt Disney
1961 - Hon. J. Edgar Hoover
1958 - Dr. Arthur A. Schuck
1956 - Hon. J. Edgar Hoover

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Samuel Richard Bierstock, MD, B.S.E.E.

Curriculum Vitae

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Recipient: 2007 George Washington Honor Medal, Freedoms Foundation

EXPERTISE: Clinical Adoption of Hospital and Ambulatory Clinical Information Systems

- Physician Executive
- Experienced Healthcare Information Systems Consultant
- International lecturer on cutting edge healthcare information systems issues
- Physician Adoption and Utilization of Developing Technologies
- Author of a reference book on Computerization of the Medical Office
- Author of more than 70 published articles in the medical literature
- Physician – more than 20 years of clinical & surgical experience
- Contributing Author: Merriam-Webster's "Medical Office Handbook" – Author of Chapter – Medical Office Computers
- Featured Speaker
- Extensive media experience – national television and radio

EXECUTIVE POSITIONS

- ❑ CHIEF MEDICAL OFFICER, IBM
 - Business Consulting Group and Fellow Global Leadership Initiative - June 2005 – January, 2006
- ❑ CHIEF MEDICAL OFFICER AND VICE PRESIDENT, Healthlink, Inc. September 2004 – June, 2005
- ❑ VICE PRESIDENT OF MEDICAL AFFAIRS, Eclipsys Corporation – January, 2003 – June, 2004
 - Physician Clinical Strategist, Marketing Solutions Group - September 2001 – January 16, 2003

CONSULTING EXPERIENCE

Champions in Healthcare, Inc. Founder and President:

Consultation services supporting clinical leadership and C-level administration executives in healthcare IT implementation and clinical transformation. January, 2007 - present

Computer Consultants for Professionals, Inc. Founder and President:

Assisting physicians to select and maximize efficiency in the use of information system computer technology in the office, hospital and healthcare system environment. 1992-2001

- Information systems applications and implementation
- Clients included individual physicians, group practices and integrated hospital systems in many regions of United States.

The Millennial Group: Founder and Consultant:

Group composed of leading consultants in the healthcare industry covering major arenas of development and leading edge issues in healthcare. 1995-1998

Mission: To provide healthcare industry consulting services and to serve as a "Think-Tank" regarding current and future issues in the dynamically changing world of healthcare,

Specific areas:

- Hospital planning and positioning for survival under managed healthcare
- Helping profitable and successful hospital systems remain profitable and successful
- Integrated Healthcare Delivery Systems information systems selection and implementation
- Integrated healthcare systems information management and communications
- Healthcare quality management and organizational issues
- Developing effective, physician-directed approaches to improving patient care quality
- Generic and accreditation-related quality management and medical staff organization
- Medico-administrative troubleshooting
- Assist health care institutions in transition.

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EDUCATION / CERTIFICATIONS / CLINICAL EXPERIENCE

- B.S. Electrical Engineering, 1968, Lehigh University, Bethlehem, PA
- MD, College of Medicine, 1972, University of Vermont, Burlington, VT
- Internship, Straight Medicine, 1972-1973, Montreal General Hospital, Montreal, Quebec
- Residency, Ophthalmology, 1973-1974, Tufts-New England Medical Center, Boston, MA.
- Board Certified in Ophthalmology, 1978
- **Private Practice:** Ophthalmology. 1977-1992
 - Medical Staff President, Northern Dutchess Hospital, Rhinebeck, NY
 - Multiple hospital affiliations - *details provided upon request*

TEACHING APPOINTMENTS

- Instructor in Ophthalmology, Tufts-New England Medical Center, Boston, MA 1976 – 1977
- Clinical Assistant Ophthalmologist, Albany Medical Center, Albany, NY 1977 – 1992

Lectures, Books, Contributions to the Professional Literature and Media Experience

CONTRIBUTING EDITORIAL CONSULTANT:

- Medical Economics Magazine
- Medical Business News
- Raven Press Medical & Scientific Publishers

ADVISORY BOARD PARTICIPATION:

- E-Medicine Advisory Committee, American Medical Association
- Board of Directors, Modern Physician IT & Chief Medical Officer Advisory Board
- Board of Directors, Health-IT World & Bio-IT World – September
- The Collaborative Ophthalmology Multimedia Project
- The American Academy of Ophthalmology Computer-Based Patient Record Task Force
- Editorial Board, Internet Journal of Ophthalmology
- Lead Consultant, Information Systems, American Society of Cataract and Refractive Surgery

CONTRIBUTING EDITOR AND AUTHOR:

- M.D. Computing
- Internet Journal of Ophthalmology
- Administrative Ophthalmology
- Ear Nose and Throat Journal
- Eyecare Technology
- Head and Neck Surgeons
- Journal of the Academy of Otolaryngology
- Ocular Surgery News
- Ophthalmic Educational Software Guide
- Ophthalmology Times
- Review of Ophthalmology
- Review of Optometry
- The Florida Family Physician

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PUBLICATIONS:

Books:

- Computer Pearl\$, A Guide to the Computerization of the Physician's Office, 1993
- Merriam-Webster's Medical Office Handbook, Chapter - Medical Office Computers, 1996

Published Articles:

Hospital Based Information Systems (1996 – Present)

- It's Time to Regroup on Health IT: Government Health IT, Feb 2008
- A Fresh Look at the Healthcare IT Initiative: For Your Advantage (FYA), Vol7, Issue 5, March 3, 2008
- Time to Reassess the Health Care IT Initiative, Most Wired, Feb 20, 2008
- Comment: It's time to regroup on health IT: Vendors and developers must invite and rely on clinicians' input for the fundamentals of their product design: Government Health IT, February 4, 2008
- Failure to Provide Clinicians Useful IT Systems: Opportunities to Leapfrog Current Technologies: Marion J. Ball, Samuel Bierstock, Joyram Chakraborty, Judith V. Douglas, Anthony F. Norcio, John S. Silva, and Jay Srin, Methods of Information in Medicine, Jan. 2008
- Physician Absorption By Technology: The End of the Physician Adoption Issue: publication pending, Healthcare Informatics, Dec 2007
- Clinician Use of Enabling Technology: The Missing Link: Marion J Ball, EdD, and Samuel R. Bierstock, MD, BSEE, Journal of Healthcare Information Management, Volume 21, Number 3, Summer 2007, page 68
- Computerized Physician Order Entry Systems and Medication Errors, JAMA, July 13, 2005, Letter to the Editor,
- "Thoughtflow "versus "Workflow": For Your Advantage, Vol 3, Issue 23, December 6, 2004
- Physician Adaptation to the Corporate World - and Vice-Versa (re-titled by publisher to "Yearn for a Desk Job? Read This First"); Medical Economics Magazine, May 21, 2004
- The Direction of Clinical Decision Support Technology (Interview), Healthcare Informatics, November 24, 2003
- Physicians in the Corporate World: Health-IT World & Bio-IT World, October 16, 2003
- A New Form of Medical Errors to Watch for in the Adoption of the Electronic Medical Record: Health-IT World on Potential Pitfalls of the EMR, Published 6/12/03
- Cultural and Political Challenges of Computerized Physician Order Entry – A Guide to Smooth Implementation: March, 2002
- Minimizing Clinician Workflow Disruption in a Part-Paper, Part-Electronic Environment, March, 2003
- Following Orders, Alliance Magazine, July 2002 – Article by Christie L Carter based upon interview with Sam Bierstock, MD on Computerized Physician Order Entry
- Fostering Physician Acceptance of CPOE, For Your Advantage, American Governance and Leadership Group, Volume 1, Issue 7, Sept. 4, 2002
- Handheld Devices in Healthcare, Kentucky Medical News, August, 2001
- Getting a Handle on Evaluating Return on Investment in Healthcare Technology in Clinical Practice, Kentucky Medical News, October, 2001

Physician Office Based Information Systems (1993 - 1996)

- Computerizing your Office? Be Careful!; Bierstock; Ocular Surgery News, February 1, 1993
- Any Questions? Ask Your Office Computer; Bierstock; Ocular Surgery News, March 1, 1993
- Paying Your Bills in Seconds, and Saving Lots of Money; Bierstock; Ocular Surgery News, April 1, 1993
- A Quick Fix When Medicare Messes Up Your Marketing; Bierstock; Ocular Surgery News, May 1, 1993
- Electromagnetic Fields From Your Office Computer Pose Potential Liability; Bierstock; Ocular Surgery News, June 1, 1993
- Beware Computer Viruses Lurking in Your Practice Database; Bierstock; Ocular Surgery News, August 1, 1993
- Adding Disk Space Can Alleviate Storage Crunch; Bierstock; Ocular Surgery News; September 1, 1993
- Breathe New Life into "Outdated" Computers; Bierstock; Ocular Surgery News; October 1, 1993
- Increased Efficiency and Productivity from the Independent Office Computer; Ocular Surgery News, November 1, 1993
- A Few Ideas to Help Lighten Your Computer-Related Load; Bierstock; Ocular Surgery News
- The Previously Undescribed Immune Illogical System; Bierstock; Ocular Surgery News
- It's the Little Things That Can "Kill" You; Bierstock; Ocular Surgery News, December 1, 1993
- Added Insurance Against In-Office Disaster; Bierstock; Ocular Surgery News
- Buying and Updating Computer Systems; Eyecare Technology, Fall Issue, 1993
- EMFs: What You Should Know; Eyecare Technology, January, 1994
- Electronic Billing and Remittance – Key Considerations; Review of Optometry, February, 1994
- Computerized Inventory Control for the Dispensing Practice, Review of Optometry, March, 1994
- Open Data Configuration - It's Inevitable; Eyecare Technology

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- Exciting New Software? Don't Get Excited Too Soon; Bierstock; Ocular Surgery News, March 1, 1994
- Electronic Remittance: A Worthwhile Investment, Ocular Surgery News, May 1, 1994
- Compression, Elation and Depression; M.D. Computing, March/April 1994 Future Practice and Computerization, Ophthalmology Resident
- Managed Care and Your Office Computer System, Eyecare Technology, Vol. 4, No. 2, 1994
- MultiMedia Presentations - An Effective and Inexpensive Teaching Tool, Ocular Surgery News, July 1, 1994
- Buying or Upgrading a Computer System with Tomorrow's Technology in Mind, Review of Ophthalmology
- Dispensing and Computerized Inventory Control, Ocular Surgery News
- The Administrative Hot Seat, Medical Group Managers Association
- Selecting the Right Computer System, Administrative Ophthalmology, Volume 3, Number 4, Fall 1994
- Voice Recognition and Your Practice, M.D. Computing
- A Modular Approach to Effective Office Computerization, Eyecare Technology
- Cost Effective Computer Related Decisions, Journal of the Academy of Otolaryngology, Head and Neck Surgeons
- The Truly Paperless Office, Ocular Surgery News
- Computer Considerations in the Age of Health Care Reform, The Florida Family Physician, January, 1995
- Generic Add-On Modules for Office Based Medical Computer Systems, M.D. Computing, Letters, March/April, 1995
- A Modular Approach to Enhancing the Capabilities of Your Office Computer System, The Ear, Nose and Throat Journal
- A Modular Approach to Effective Office Computerization, The Florida Family Physician
- Selecting the Correct Computer System for an MSO, Medical Business News, October 1994
- Options for Handling Managed Care Claims with Your Office Computer System, (Retitled Study Up Before Picking Software by publisher) Ophthalmology Times, January 9-15, 1995
- Essential Considerations for Adequate Software Support, (retitled Don't Get Caught With Your System Down by publisher) Ophthalmology Times, March, 1995
- Eligibility Determination - A Crucial Determination in Software Selection, Ophthalmology Times, March, 1995
- Practicing Beyond Reimbursement, Ophthalmology Times, March, 1995
- Pitfalls in Managed Care Contracting and Network Formation From the Provider's Perspective, Bierstock, S.R., and Small, M., Network News, April 15, 1995
- Negotiating Your HMO Contract - Some Tips on what to look for in Joining or Setting up a Network, Bierstock, S.R., and Small, M., Ophthalmology Times, May 1-7, 1995
- Simple Software Reduces Off-the-Wall Expenses, Ophthalmology Times, April, 1995
- Imaging With Your Computer, Ophthalmology Times, May, 22-June 4, 1995
- E-Mail and the Trailing Edge of Technology, (retitled Bringing Up the Rear Isn't so Bad by editor), Ophthalmology Times, July 17-23, 1995
- A Few Far Reaching Effects of Capitation on Your Practice, Medical Business News, August 15, 1995
- The Client Server Computer System Environment, (retitled Finally We Can Communicate), Ophthalmology Times, August 14-20, 1995
- DisAssociation With & Without Data (retitled Break Away But Break No Laws by editor), Ophthalmology Times, September 11-17, 1995
- Two Pragmatic Considerations in Planning a Network MIS, Ophthalmology Times, October, 1995
- Selected Pitfalls in Managed Care Contracting and Network Formation From the Provider's Prospective, (Retitled Understanding Managed Care Motives Before Negotiating Contracts), Medical Business News, 9/26/95
- Microprocessing with DNA, Ophthalmology Times, October 23, 1995
- Employee Guidelines For Working with An Office Computer System, (retitled Rules to Keep the System Safe by editor), Ophthalmology Times, Nov 13-19, 1995
- Telephony, Ophthalmology Times, November, 1995
- Windows 95 and the Medical Office Computer System, Ophthalmology Times, December, 1995
- Paroxysmal Nocturnal Emmetropia (submitted for publication) , The Journal of Irreproducible Results
- A Conversation at the Academy Meeting, The Journal of Irreproducible Results
- Using the Internet, Ophthalmology Times, February 12-18, 1996
- A Physician's Guide to Understanding the Internet, Ophthalmology Times, 3 article series, March - May, 1996
- Protecting Your System Hardware, Ophthalmology Times
- Strategies for the Implementation of a Successful Integrated Delivery System, Ophthalmology Times
- A Potentially Serious Computer Problem For All Healthcare Providers, Ophthalmology Times

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Clinical

- Peripheral Corneal Infiltrates Following Intravenous Diatrizoate Meglumine; Baum and Bierstock, American Journal of Ophthalmology, 12/77
- Some Level Headed Guidelines To Aid The Transition to Phacoemulsification; Bierstock; Ocular Surgery News, September 1, 1991
- Safe Transition from ECCE to Phaco Requires Planning, Staged Conversion; Bierstock; Ocular Surgery News, March 1, 1992
- RVBS Changes Offer Opportunities to Streamline Practice; Bierstock; Ocular Surgery News, March 15, 1992

LECTURES & PRESENTATIONS

Hospital Based Information Systems (1996 – Present)

- Clinical Buy-In for CPOE Success; Healthcare informatics Webinar, March 24, 2008
- "Thoughtflow[®] The Essential Ingredient for Physician Adoption of Implemented Technologies", American Health Information Management Association (AHIMA), Denver, October 9, 2006
- The 90% Solution: Looking After Human Factors, Health Information Management Systems Society (HIMSS), San Diego, CA, February 12, 2006
- Physician Adoption and Acceptance of Tools of Technology: Key Factors for Successful Electronic Health Records Implementation, Medical Informatics of Europe Meeting, Geneva, Switzerland, August 30, 2005
- Landing on the Other Side of the Quality Chasm: Now What? The Impact of Real Time Data on Clinical Practice, HealthCare Services Corporation, Lake Geneva, WI, July 27, 2005
- Physician Integration, Thoughtflow and the Adoption of an EHR; Arizona Health Information Management Association, Scottsdale, AZ, June 17, 2005
- "Thoughtflow" vrs Workflow – the True "Holy Grail" of Physician Adoption: MUSE (Meditech Users Group, Las Vegas, NV, June 3, 2005
- Enabling the Quality Improvement Process with Technology Integration and Adoption: Steven Merahn, MD, S. Bierstock, MD, BSEE, TEPR, Salt Lake City, UT, May 17, 2005
- Essential Elements in Physician Adoption and Adaptation to Developing Technologies: North Central Florida HIMSS, Jacksonville, FL, March 4, 2005
- Pragmatic Considerations in Healthcare IT Consulting: Johns Hopkins Medical Informatics Fellowship Program, Baltimore, MD, Jan 7, 2005
- Uniformity and Data Integrity in Outcomes Analysis with an Electronic Medical Record, The Center for Business Innovation (TCBI), San Diego, Nov 19, 2004
- Innovations in the Application of the Electronic Medical Record, The Center for Business Innovation (TCBI), San Diego, Nov 18, 2004
- The Impact of an Electronic Health Record on Clinician Workflow and the Patient Experience, Mills-Peninsula Health Services, San Francisco, CA Nov. 1, 2004
- Clinician Adoption Technologies Associated with the Electronic Medical Record: Texas Health Resources, Dallas, TX Oct. 29, 2004
- Clinical Workflow in an Environment of Real Time Data: The Electronic Patient Record (TEPR), Fort Lauderdale, FL May 20, 2004
- Improving Patient Safety with CPOE: Ontario Hospital Association, Toronto, Ontario, April 30, 2004
- Clinical Transformation and A New Paradigm for Clinician Workflow: Pennsylvania HFMA, Pittsburgh, PA, February 27, 2004
- Lessons Learned in Clinical Decision Support Systems Implementation – Constructing a Joint Medical / IT Project Plan for Success: CHIME, Orlando, FL, February 24, 2004
- Utilization of Technology to Maximize Clinical Workflow in the Outpatient Environment: HIMSS, Orlando, FL, February 24, 2004
- Utilization of Technology to Maximize Clinical Workflow in the Inpatient Environment: HIMSS, Orlando, FL, February 23, 2004
- CPOE and Clinical Workflow in an Environment of Real Time Data – Leadership and Buy-In: VHA – West, Los Angeles, CA, December 15, 2001
- Clinical Workflow in an Environment of Real Time Data – Leadership and Buy-In: Central Florida HIMSS, Orlando, FL 12/5/03
- Gaining Utilization of Technology in Healthcare – Leadership and Buy-in: VHA West, Pleasanton, CA, November 5, 2003

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- The Chief Medical Information Officer (CMIO): Value Added to the Transitional Process of Health Information Systems Implementation Processes, Job Description and Key Skill Sets: Eclipsys User Network Conference, Philadelphia, PA 10/26/03
- Clinician Workflow in the World of Real Time Data: Georgia HIMSS, Atlanta, GA, October 17, 2003
- Medico-legal Considerations in the World of Real-Time Data: Hospital and Healthcare Law, St Simons Island, GA, August 23, 2003
- A Discussion on Ambulatory Computerized Provider Order Entry: Panel Discussion & Presentation: Center for Information Technology Leadership – ACPOE Symposium, Chicago, IL, June 11, 2003
- Introduction: Reducing Medical Errors – Case Study: Summer HIMSS, 2003, Chicago, IL, June 10, 2003
- Physician Acceptance and Adoption of Hospital Based and Ambulatory Clinical Decision Support Systems and CPOE: The Electronic Patient Record (TEPR), San Antonio, TX, May 14, 2003
- Physician Utilization of CPOE: Innovative Informatics, Boston, MA, April 10, 2003
- Encouraging Physician Utilization of CPOE: VHA Leadership Conference, Boston, MA, April 9, 2003
- The Cultural and Political Challenges Associated with Computerized Physician Order Entry: Chief Medical Officer “Think Tank” Session, Phoenix, AZ, Jan, 2002
- Pragmatic Suggestions for Handling the Half-Paper / Half-Electronic Transition to the Electronic Medical Record: Chief Medical Officer “Think Tank” Session, Boca Raton, FL, January 18, 2003
- The Cultural and Political Challenges Associated with Computerized Physician Order Entry: HealthFirst Senior Executive Retreat, Palm Beach, FL, May 31, 2003
- Physician Acceptance and Adoption of Clinical Decision Support Systems and CPOE: Virginia HIMSS Meeting, Richmond, VA, March 14, 2003
- Computerized Physician Order Entry Systems: Behavioral Issues Around Technology; Issues Around Technology Adoption, VHA Leadership Conference, Boston, MA, April 9, 2003
- Strategies for Achieving Physician Adaptation to CPOE and Clinical Decision Support Systems: Innovative Informatics Conference, Boston, MA, April 10, 2003

Physician Office Based Information Systems (1993 - 1996)

- Maximizing the Cost Effectiveness of an Office Computer System: Contact Lens Association of Ophthalmologists, Los Vegas, NV., January 16, 1993
- Computer Desensitization: Broward County Ophthalmological Society, Coral Springs, FL., April 15, 1993
- Computerizing the Professional Office and Using Electronic Check-Paying Systems in the Office: Eye Tech, Dallas, TX., May 1, 1993
- Keeping the Reins on Your Boss and Saving the Practice Money in Computer Related Decisions: American Society of Ophthalmic Administrators, Seattle, WA., May 11, 1993
- An Unsuspecting Source of Possible Danger and Liability in Your Computer System: American Society of Cataract and Refractive Surgeons, Seattle WA., May 11, 1993
- Introduction to Saving Money in Computer Related Decisions: Physician's Advisory Council Meeting, SE Florida MedCom, Boca Raton, Florida, August 19, 1993
- Planning the Purchase or Upgrade, and Maximizing the Implementation of an Office Computer System: American Academy of Ophthalmology, Senior Instructor, Chicago, IL., November 18, 1993
- How to Save Thousands of Dollars on the Purchase or Upgrade of Medical Office Computers Systems, Boca Raton, Florida; December 1, 1993; December 14, 1993
- Maximizing the Efficiency of An Office Computer System; Managed Care Considerations: Pan American Implant Association, December 27, 1993
- Efficient Computerized Inventory Control For Your Contact Lens and Dispensing Practice: Contact Lens Association of Ophthalmologists, Las Vegas, Nevada, January 14, 1994
- Saving Thousands of Dollars on the Purchase or Upgrade of Medical Office Computer Systems, and Cost Saving Applications of a Free Standing Personal Computer: Albany Medical Center Quarterly Medical Staff Meeting, Albany, New York, March 15, 1994
- Buying and Upgrading the RIGHT Computer System for Your Practice (at the RIGHT Price), and Saving Your Practice Thousands of Dollars: Professional Association of Health Care Office Administrators, Las Vegas, Nevada, April 5- April 9, 1994
- How to Save Thousands on the Purchase and Upgrade of Medical Office Computers and Cost-Saving Applications of a Free-Standing Personal Computer: American Society of Cataract and Refractive Surgeons, Boston, April, 1994
- Product-Based Practice Management: American Society of Cataract and Refractive Surgeons, Boston, April 12, 1994
- Decisions Which Can Effect Tremendous Savings and Enhance the Effectiveness of Practice Marketing: American Society of Ophthalmic Administrators, Boston, April 13, 1994
- Multimedia Presentation - An Effective (Transitional) Teaching Technology: American Society of Cataract and Refractive Surgeons, Boston, April 9, 1994
- The Technology that will Revolutionizing Your Practice: American Academy of Otolaryngology, Head and Neck Surgery, Cherry Blossom Conference, Washington, D.C., April 23, 1994

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- Alternatives in Increasing Your Computer's Data Storage Capability - Inexpensively!; EyeTech, Las Vegas, Nevada, June 3 - 5, 1994
- In-Office Educational Uses of Your Office Based Computer System; EyeTech, Las Vegas, Nevada, June 4, 1994
- Protecting Yourself, Your Staff, and Your Practice from Potentially Dangerous Electromagnetic Field Emissions; EyeTech, Las Vegas, Nevada, June 4, 1994
- Applications of Current Computer Technology to Medical Practice in the Industrialized World; Meir Hospital, Kfar Saba, Israel, July 22, 1994
- Office Computer Systems & Dollar Saving, Cost Effectiveness; American Academy of Otolaryngology, Head and Neck Surgery, San Diego, California, September 19, 1994
- The Paperless Office; The New York State Ophthalmological Society, New York City, NY, September 24, 1994
- Decisions in Purchasing, Upgrading and Adding New Features to Office Computer Systems; American Academy of Ophthalmology, San Francisco, CA, October 30 - November 3, 1994
- Computer Essentials for Outcome Analysis; Pan American Implant Association, Fort Lauderdale, Florida, December 27, 1994
- Essential Considerations for Medical Information Systems in the World of Managed Care and Provider Networks; Joint Commission on Allied Health Personnel in Ophthalmology, Annual Continuing Medical Education Program, Atlanta, Georgia, October 31, 1995
- Basic Computer Skills for Physicians; American Academy of Ophthalmology, Atlanta, Georgia, October 30, 1995 and November 2, 1995
- CyberOphthalmology; Quintessence of Ophthalmology 1995, Sopron, Hungary October 5 - October 8, 1995
- Microprocessing Using DNA; Quintessence of Ophthalmology 1995, Sopron, Hungary October 5 - October 8, 1995
- Advances in Computer Medical Imagery; Quintessence of Ophthalmology 1995, Sopron, Hungary October 5 - October 8, 1995
- Essential Network and Managed Care Capabilities of Your Office Management Software; Broward County Hospital, Fort Lauderdale, Florida, October 17, 1995
- An Introduction to Computers and the Internet, Oregon Academy of Ophthalmology Post Graduate Convention, Portland, Oregon, March 7, 1996
- Impediments to the Formation of Integrated Delivery Systems - The South Florida Experience, Monongalia Health System Annual Meeting, Fort Lauderdale, Florida, February 25, 1996
- The Practicalities of New Information Systems, Capitation and Risk: Are Providers Ready? The American Board of Quality Assurance and Utilization Review Physicians / Medical Business, Deerfield Beach, Florida, March 27, 1996
- Medical Staff / Community Provider System and Facility Integration: Pain, Paradigms, Progress and Information System Needs, Monongalia Health System, Morgantown, West Virginia, June 25, 1996
- Medical Information Systems in Managed Care and Provider Networks, 1996, Joint Commission on Allied Health Personnel in Ophthalmology, Chicago, Illinois, October 26-31, 1996 (scheduled not delivered due to scheduling conflicts)
- Medical Information Systems in Managed Care and Provider Networks, Joint Commission on Allied Health Personnel in Ophthalmology, Chicago, Illinois, October 31, 1996 (scheduled but deferred due to scheduling conflicts)
- Computerized Patient Records – Prenuptial Considerations; Southern Illinois Healthcare Association combined medical staff meeting, Carbondale, IL, June 3, 1997
- Office Computer Applications - Instruction Course; The American Academy of Ophthalmology, San Francisco, CA, Oct 28, 1997
- Office Computer Applications - Instruction Course; The American Academy of Ophthalmology, San Francisco, CA, Oct 29, 1997

SEMINARS & LECTURES FOR BUSINESS & INDUSTRY

- Effective Techniques in Selling and in Killing Sales to Doctors; Mass Mutual Insurance Co., South Florida Agents Meeting, Fort Lauderdale, Florida, April 18, 1995
- Effective Techniques in Selling and Killing Sales to Doctors; 1995 3rd Annual Southern Roundup Meeting, Northwestern Mutual Life Insurance Company, Orlando, Florida, May 13, 1995
- Data Engineering, Florida Atlantic University Department of Electrical Engineering, February 9, 1995
- The Effect of Computer Technology on Participating Component Sectors of Medical Integrated Delivery Systems, St. Joseph's Hospital and the Greater Savannah Business Community, Savannah, Georgia, June 13, 1996
- The Business Community - Future Associates in the Practice of Medicine? Southern Illinois Health Association / Business Community meeting, Herin, IL, June 4, 1997

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ADDITIONAL ACTIVITIES:

Professional Musician and Songwriter

MEDIA EXPERIENCE:

Radio and Television Interviews, Appearances & National Media Features

National Media Features

People Magazine (Jan. 12, 1998)
USA Today (Sept. 3, 1997)
US World & News Report (Dec 24, 2001)
American Medical News
Modern Healthcare Magazine
Medical Economics Magazine
The Associated Press Newswire
... and many others

Television

FOX TV - Weekend Health
CNN : CNN Headline News
 CNN Airline News
 CNN "Your Health"
 CNN "Business Unusual"
FOX and FRIENDS
WXEL Public Broadcasting
KCOP TV Channel 13 (UPN) Los Angeles
WSVN TV (Fox) Miami "Healthcast"
WFLX TV Channel 29 (FOX) West Palm Beach
WPBF TV Channel 25 (ABC) Palm Beach Gardens
WPTV, Channel 5, West Palm Beach, FL
WPBTV, Channel 5, ABC Affiliate

Radio & Marketed Audio Services

"The Health Show" on FOX News
"Marketplace" on Public Radio International – David Brancaccio
"The Osgood File" on CBS Radio Network
Associated Press Radio Network – Ira Dreyfuss
ABC Radio Network
CBS News Radio Network – Mike Donahue – Linda Coombs
KTRS Radio, St. Louis: Lauren Ryan – John Carney Show
Daybreak USA, Dallas
National Morning Radio, Charlotte
Hightower Radio, Austin
WTAN, Tampa – Dr. Gregory Heigh – Dr. Claire Heigh Show
KBEQ, Kansas City
WTIZ, Hartford CT
WJNO, Fort Lauderdale - Michelle Dwyer Show
WCTO, Bethlehem, PA - Ken Anderson
Here's To Your Health - Deborah Ray - Talk radio Network
135 Nationally Syndicated stations
Audio Digest
Radio Iowa - Kay Henderson
KMRX Tulsa, OK - Jill Gleason
"People's Pharmacy" - Public Radio International
Morning Show with Russ Morely – WRMS, W. Palm Beach, FL
WDST Radio – Woodstock, NY with Doug Grunther
The "Lezly Garrett Interview" show – WBZT, W Palm Beach, FL
The Guetzloe Report, Talk Radio WAMT 1190, Orlando FL, Doug Guetzloe – Host
Rick Crandall KEZW, Denver CO
KRCL Radio, Salt Lake City, UT
SRN 1690 AM, Riverside, Iowa
The Monks Media Radio Network, Jeff Monks, Noblesville, IN 46060

Samuel R. Bierstock, MD, BSEE
417 Palm Trail, Delray Beach, FL 33483
561 306-0735 (Tel) 561 243-4093 (Fax)

Veterans Radio, WAAM, Ann Arbor, MI, Dale Thornbeery – Host
"The View From Wayne America", Mark Ahmann , Host , KTCH Radio , Wayne NE 68787
WXEL Public Radio, South Florida Forum; Ann Bocock host, Delray Beach, FL 33483
'CPR' Constitutional Public Radio w/ Andrea Shea King & Mark Vance WWBC Cocoa Beach, FL
United We Roll – Stardust Radio Entertainment, Jeff Showalter –Host
KTLK Radio - Brie Walker host – Los Angeles, CA 1/27/07 and 3/10/07
GI Radio Network – Host Tom Graver 3/10/07
The Joyce Kauffman Show, WFTL, Fort Lauderdale, FL
WNIS Radio – Patricia Wilson Show 2/29/08
GI Radio WBZT – Tom Graver host 3/15/08
WKBK, Keene, NH – Al Kulas host 4/26/08
Listen to the Eagle Host Paul Ott 3/5/08
Southwest Mississippi
WAKH 105.7 FM - McComb
WJDR 98.3 FM - Prentiss
KFNV 107.1 FM - Natchez
Southeast Mississippi
WXAB 96.9 FM - Wiggins
WIGG 1240 AM - Wiggins
WRBE 106.9 FM - Lucedale
WOSM 103.1 FM - Gulf Coast
WABO, 105.5 FM - Waynesboro
WRJW 1320 AM - Picayune
WMXI 98.1 FM - Hattiesburg/Laurel
Central Mississippi
WBYT 107.1 FM - Yazoo City
WFCA 107.9 FM - French Camp/Starkville
WMOX 1010 AM - Meridian
WPBQ 1240 AM - Jackson
WYAB 93.1 FM - Jackson
Northeast Mississippi
WFCA 107.9 FM - French Camp/Columbus
WBVV 99.3FM - Booneville/Tupelo
WQXB 100.1FM - Grenada/Oxford
Northwest Mississippi
WDMS 100.7 FM - Greenwood/Greenville
WBYT 107.1 FM - Yazoo City/Vicksburg
WQXB 100.1FM - Grenada/Batesville
Butler, Alabama
WPRN 107.7 FM
United We Roll World Tour Show - Stardust Radio, Host Judi Burns, June 10, 2008
Veteran's Radio, Ann Harbor – Dale Thornberry & Bob Gould, Hosts 12/6/08