

DIRK G. SCHROEDER, ScD, MPH



Thirty years of academic, programmatic, and business experience conducting health disparities research and building health technology enterprises for Latino/Global populations. Co-founded HolaDoctor Inc, a Hispanic health services company that serves U.S. healthcare organizations; HolaDoctor also runs the largest Spanish-language health website online. Associate Professor (Emory University) and recognized expert in global health research. Founded consulting firm (Press 2 Advisors) that provides strategic guidance on disparities solutions to governments, healthcare companies and organizations. Numerous leadership positions and awards. Multilingual, with extensive field experience in Latin America and Asia. Uses unique combination of talents to provide strategic and technical guidance to healthcare organizations, non-profits, and governmental agencies seeking to engage, improve health outcomes with Hispanics and other multicultural populations.

PROFESSIONAL EXPERIENCE (selected)

HolaDoctor Inc (formerly DrTango Inc) – Atlanta, GA. 1999 to present
Chief Health Officer, Executive VP & Co-Founder Hispanic health services and digital media company. Head: Strategic Business Consulting and Research Division.

Emory University – Rollins School of Public Health – Atlanta, GA 1993 to present
Associate Professor of Global Health. Teaching courses Social Entrepreneurship, Proposal Development and Research Skills

Press 2 Advisors – Atlanta, GA. 2012 to present
President and Founder of consulting firm that provides guidance on Disparities Reduction Strategies and Advancing Health Equities.

Institute of Nutrition for Central America and Panama 1989-91
Guatemala. Associate Investigator: Child Nutrition and Health

University of Padjajaran – Bandung, Indonesia. 1985-86
Fulbright Fellow. Healthcare. Community Health Program Director.

EDUCATION

Post-doctoral	International Nutrition	Cornell University. Ithaca, NY, 1993
Doctor of Science.	International Health	Johns Hopkins Univ. Baltimore, MD, 1992
Masters of Public Health.	International Health	Johns Hopkins Univ. Baltimore, MD, 1988
Bachelor of Science.	Human Biology	Stanford Univ. Stanford, California, 1984
Baccalaureate		International School Geneva, Switzerland, 1979

HONORS AND AWARDS (selected)

- Leadership Atlanta: Elected Member of the Class of 2014-15
- Professor of the Year. Elected by Emory School of Public Health student body (1997)
- President of Faculty Senate. Elected position (1997-1999)
- International Life Sciences Institute (ILSI) North America Future Leader Award (1998)
- Full Scholarship (unsolicited), Johns Hopkins MPH & ScD programs (1987-89)
- Fulbright Fellow, Indonesia. (1985-86)
- Graduated with Honors and Distinction, Stanford University (1984)

Languages: Spanish (fluent) - Indonesian (fluent) - French (conversant) - Sudanese (W. Java, conversant)

International Experience. Work experience in 50+ countries. Lived in Indonesia (4 y), Guatemala (3 y) and Switzerland (1 y).

CONSULTING & APPLIED RESEARCH (selected)

Strategic Consulting on Hispanic Business and Health Management Initiatives: WellPoint (April 2012 to present); Florida Blue Cross Blue Shield (2011 to present); Horizon Blue Cross Blue Shield (BCBS) of New Jersey (2011-present); the American Cancer Society (2010-11); Highmark BCBS of Pennsylvania (2010-11); BCBS Texas (2007-08); Anthem Blue Cross of California (2006-07).

Polio Eradication in Pakistan: Application of the Positive Deviance Approach. Designing and overseeing Monitoring and Evaluation. (2012-present)

Understanding and Increasing Adherence among Hispanic Diabetics: Application of the Positive Deviance Approach. A collaboration with HEB and BCBS Texas, funded by Merck. Project Lead. 2009-10.

Medication Adherence among Hispanics: National Survey and Qualitative Research: Merck 2009-10.

Market Opportunity for Wellness Programs in Latin America. Project Lead. Ceridian, 2008.

Hispanic Obesity Prevention and Education (HOPE) Program. Florida Department of Health \$2.2 million. Senior Project Director. 2007-2009.

Culturally Appropriate Diabetes management Program. Anthem. 2005-06

Randomized Trial of an Interactive Diet, Fitness and Weight-Management Application for U.S. Hispanics. Robert Wood Johnson Foundation Health e-Technologies Initiative (P.I.) 2004-2007.

Evaluation of a Positive-Deviance Informed Child Health Program in Vietnam. Linkages (USAID). 1997-2002.

National Health and Nutrition Program for Indonesia. Asian Development Bank. Consultant: 1994

Impact Evaluations of Child Survival Programs using Global Health Information System Data. Principal Investigator (P.I.). BASICS (USAID). 1998

"Malnutrition, Infection, and Diet: Re-examining the Causal Relationships". NIH. 1995-2000.

"Improving Feeding Practices in Young Children: Development and Testing of a State-of-the-Art Approach" Pan American Health Organization (PAHO) Co-P.I. 1997-1999.

SALES & MARKETING EXPERIENCE

I have personally closed over \$25 million worth of business over the past 12 years. Clients I have designed, sold and delivered solutions to include: WellPoint, WebMD, Florida Blue, Highmark BCBS Pennsylvania, CDC, Florida Department of Health, Merck, Blue Cross Blue Shield of Texas, Novartis, and Tenet Healthcare, among many others.

TRAINING & TEACHING (partial list)

Social Entrepreneurship for Global Health: Co-teaching graduate course on social enterprise for global health. Fall 2012 to present.

Cultural Competency Training: Leading cultural competency trainings (online and in-person) for healthcare personnel serving Hispanic members, patients, and consumers. Specialize in customer and care management representatives at health plans.

Program Design and Evaluation: Intensive course designed for International Medical Students. Summer 2012-2013.

Proposal Development. Rollins School of Public Health, Emory University. Designed original course in 1996. Have taught or co-taught course for the past 15 years.

Positive Deviance for Global Health. Tufts University. Adjunct Professor. Co-designed online course. First offered Fall, 2011.

PRESENTATIONS and CONFERENCE LEADERSHIP (selected)

Marketing Health Insurance to Hispanics: Panel Lead. Led panel discussion that included the Heads of Multicultural Marketing for Humana, Covered Illinois, WellPoint, and Blue Cross Blue Shield of Massachusetts. Multicultural Healthcare Marketing Conference, Atlanta, GA, November, 2014.

Engaging and Improving Health Outcomes among Hispanic Medicaid Members. Medicaid Enterprise Systems (MES) Conference, Denver, August, 2014.

Educating and Enrolling Hispanic Consumers into Health Insurance Exchanges. National Healthcare Quality Summit, October 2013.

Mobile Technologies to Improve Hispanic Health. Wax Webinar Series. April, 2013

The Affordable Care Act and Multicultural Marketing. Multicultural Healthcare Marketing Conference, November 2012.

Impact of National Healthcare Policy on Latino Health. Moderated panel of Experts. Emory. Oct 2012.

White House Panel on Minority Healthcare Online. On panel with HHS Secretary Sibelius, the Surgeon General and other national leaders. July 2012.

Increasing Patient Adherence among Hispanic Diabetics. 7th Annual Frost & Sullivan Patient Adherence Congress. Philadelphia, March 8, 2012.

Technology and Global Health: Keynote Address. Robert Wood Johnson University Medical School. 1/2012.

Cultural Engagement Appraisals for Better Health. American Cancer Society, February, 2011.

Engaging and Improving the Health of Hispanic Diabetics: Application of the Positive Deviance Approach. Positive Deviance for Better Health Conference. Bethesda, Sept 2010.

Culturally-appropriate Diet, Fitness and Weight Programs for Diabetic Hispanics. CDC Diabetes Conference. Atlanta, April, 2009.

Benefits of Culturally-optimized healthy weight program for Hispanic Employees. Costs and Benefits of Workplace Weight Management Strategies. Chicago. June 2007

Culturally-appropriate Diet, Fitness and Weight Programs for Diabetic Hispanics. CDC Diabetes Conference. Atlanta, April, 2008.

Leveraging Technology to Reduce Health Disparities. Office of Minority Health Summit on Health Disparities. Washington DC November 2005.

Evaluating an Online Program to Improve Weight Management & Health Among Hispanics. National Managed Care Congress. Washington DC March 2005.

Marketing Health Services to Hispanics. Society for Healthcare Strategy and Market Development. Sept 2004.

Interactive diet, fitness and weight-management application for Hispanics. eHealth Technology Summit. Baltimore, MD April 2004

Culturally and linguistically appropriate personalized health applications for Hispanics. Disease Management Congress. Philadelphia, April 2004

Culturally Competent Managed Healthcare: Challenges and Opportunities. 4th Annual Conference on Culturally Competent Care. Philadelphia, PA. September 2003.

Evaluating Large-scale Nutrition Programs in Developing Countries. Experimental Biology. April 2003.

Health Insurance & Hispanics – Trends, Challenges and Needs. National Managed Care Conference. March 2003.

Pharmaceutical Utilization by Hispanics - – Trends, Challenges and Needs. Conference on Multicultural Pharmaceutical Marketing and Public Relations. Princeton NJ, March 2003.

Dietary Patterns and Control among U.S. Latinos. Conference on Dieting and Weight Loss. December 2002.

Leveraging the Internet to Improve Health in Latin America. Healthcare Across Borders. November 2002.

SERVICE AND FIELD EXPERIENCE:

Board and Council Membership: Hispanic Health Coalition of Georgia (2002 – present) – Chair of Strategy Committee; Rollins School of Public Health Dean’s Council (2007-present) and MedShare (2003-2007).

TECHNICAL ADVISING

- Robert Wood Johnson Foundation: The Impact of Technology on Child Obesity Group
- NIH Personal e-Health Tools Initiative
- Astra-Zeneca Multicultural Advisory Board
- Washington Business Group on Health
- Pan American Health Organization (PAHO),
- World Health Organization (WHO)
- Asian Development Bank (ADB),
- Save the Children

PUBLICATIONS (partial list):

White Papers:

Schroeder DG, Hix B, et al. Improving the Health of Hispanics Using Mobile Technology: A Roadmap to Reach and Impact America’s Fastest Growing Population.

Schroeder DG. Cultural Adaptation for Health: A guide to engaging and changing behaviors among multicultural patients and consumers.

Schroeder DG. Language Assistance Programs: A Guide to Understanding California Senate Bill 853.

Schroeder DG. Limited English Proficiency (LEP) Regulations: Implications and Guidance for U.S. Hospitals Serving Minority Populations.

Book and Book Chapters

Schroeder DG. Staying Healthy in Asia, Africa, and Latin America, 5th edition (Book). Moon Publications; Chico, CA, 2000. 197 pages.

Schroeder DG. Malnutrition. In, *Nutrition and Health in Developing Countries*, R. Semba and M. Bloem (eds). Humana Press. 2001. pp. 393-426.

Schroeder DG, Martorell R. Poor fetal and child growth and later obesity and chronic disease: relevance for Latin America. In, *Obesity and Poverty in Latin America*, M Peña (Ed.) [Spanish]. Pan American Health Organization. 2000.

Martorell R and **Schroeder DG.** The morbidity and mortality effects of nutrition interventions. In: *Evaluation of the Impact of Health Interventions*. H Rashad, R Gray, and T Boerma, (eds). International Union for the Scientific Study of Populations, rue de Augustine, 34-400 Liège, Belgium, 1995.

Articles in Peer-Reviewed Academic Journals

100+ publications in peer-reviewed academic journals, list of available upon request.