Table of Contents

Meet the MD 3
- About
- Mission
- Leadership

Companies & Communities 7
- Sterling Initiatives
- SterlingMedicalAdvice.com
- 844-SMA-Talk

Books & Blog 10
- Behind the Curtain
- Straight, No Chaser
- In Development

Appearances & Awards 14
- Speaking Engagements
- Honors
- Booking

Get in Touch 16
- Contact
- Media
- Social
DOCTOR. AUTHOR. PUBLIC HEALTHCARE PIONEER.

GET TO KNOW DR. STERLING

A servant-leader in community-based medicine, Dr. Jeffrey Sterling is a national and international advisor, entrepreneur, consultant, speaker and author. Specializing in public health, consumer healthcare education and prevention, hospital and provider administration, global healthcare infrastructure and pharmacoconomics, the founder of Sterling Initiatives, LLC, (SI) and Sterling Medical Advice (SMA) holds dual roles as the president and CEO of both organizations. In addition, he helms company subsidiaries including SMA Health Library, SMA LiveChat, Sterling Medical Wellness, and 844-SMA-TALK.

Through SI, a healthcare consulting and implementation firm, Dr. Sterling assists entities across the globe with clinical, operational and financial best practices. He and his team have provided services for health systems, health plans, state governments and diverse medical practices in more than three dozen states and countries, and the company is renowned for “centers of excellence” among hospitals and other healthcare organizations.

SMA translates Dr. Sterling’s service-focused ethos into actionable support for corporations and consumers. Serving as a national public health initiative, the organization provides personal and immediate medical information and advice to companies and individuals. Empowering anyone, anywhere, to become better stewards of their own health, SMA provides instant, subscription-based access to critical resources through multiple platforms including SterlingMedicalAdvice.com, SMA Health Library, and SMA LiveChat. Sterling Medical Wellness complements and expands SMA’s mission, giving corporations customized, robust services that lead to healthier workplaces and more productive employees.

To further combat patients’ frustrating lack of direct access to doctors and healthcare providers, Dr. Sterling established 844-SMA-TALK. The free medical and mental health hotline delivers personalized, professional advice 24-7, no subscription required! His popular blog Straight, No Chaser enhances his community-based approach, sharing daily, in-depth information and step-by-step solutions with more than 32,500 online fans and followers.
In 2015, Dr. Sterling is expanding his publishing channel with the release of his first book, *Behind the Curtain*, which reveals the real-life traumas and triumphs that define emergency medicine. He’s also developing three additional manuscripts on a variety of topics, and he’ll be offering updates on all current and pending projects via JeffreySterlingBooks.com.

Now based in Dallas, the MD and MPH continues his work around the globe, and the peerless scope of his professional leadership includes multiple corporate and governmental advisory panels, diverse community advocacy roles and frequent public speaking opportunities. Dr. Sterling’s legacy as a physician encompasses more than two decades of influential department chairmanships, medical directorships and EMS directorships; he holds degrees from Northwestern University, Harvard University’s School of Public Health, Dartmouth College’s Tuck School of Business, and the University of Illinois College of Medicine, and he completed his emergency medicine residency at Cook County Hospital in Chicago.

**THE MD’S MISSION**

Dr. Sterling is dedicated to enhancing physician access, medical services and individual healthcare stewardship for patients, corporations and nations. Pursuing entrepreneurial initiatives and leadership opportunities that equip consumers with the fundamentals of prevention and intervention, he serves global communities through the provision of expertise, tools and support platforms that simplify and optimize the practice and business of medicine.

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**ENTREPRENEURSHIP**

**STERLING INITIATIVES, LLC**

International healthcare consulting, management and project implementation firm.

**STERLING MEDICAL WELLNESS**

Premier corporate wellness program with robust solutions for a healthy, productive workplace.

**STRAIGHT, NO CHASER**

Get daily, in-depth healthcare advice and solutions on the MD’s blog.

**JEFFREY STERLING BOOKS**

Discover *Behind the Curtain*, and learn about upcoming titles.

**STERLINGMEDICALADVICE.COM**

Personalized healthcare consulting, giving subscribers access to medical advice anywhere, anytime; resources include:

**SMA HEALTH LIBRARY**

Subscription-based medical library that answers thousands of FAQs in every specialty.

**SMA LIVECHAT**

Subscription-based service offering personalized support from physicians, dentists, pharmacists, nutritionists and mental health specialists.

**844-SMA-TALK**

Medical and mental health hotline, offering free, personal healthcare consultation 24-7.
PROFESSIONAL HIGHLIGHTS

CHAIRMAN | MEDICAL DIRECTOR

- Departments of emergency medicine at level-1 trauma emergency departments including: John Peter Smith Health Network, Fort Worth, Texas; Prince George’s Hospital Center, Cheverly, Maryland; St. Joseph Regional Medical Center, Milwaukee, Wisconsin

FOUNDER

- DFW Urgent Care: Established a series of award-winning urgent care centers in Texas, New York and California providing quality equivalent, cost-effective care alternatives to hospital emergency rooms
- Sexual Assault Nurse Examiner (SANE) Program: Established and served as medical director for John Peter Smith Health Network’s SANE program; created the first SANE program in the state of Connecticut at Connecticut Children’s Medical Center
- DS Comprehensive Psychological Consulting: Launched contract management firm providing optimization of care for those in need of acute behavioral intervention, working throughout New Mexico and Texas
- US Asthma Care: Created a series of outcome-based, best-practice disease management treatment facilities in Texas and Illinois, working with health plans to reduce hospitalization and improve clinical outcomes among asthmatics

CEO | SENIOR VP | DIRECTOR

- Diverse healthcare contract management groups around the country including: Sterling Emergency Physicians; EmCare; Emergency Consultants, Inc.; Sheridan Healthcare, LLC; and many more

MEDICAL DIRECTOR

- For 17 Emergency Medical System units and Home Health Companies across the state of Ohio

BUSINESS SOLUTIONS

Working with startups, Fortune 500 companies and diverse global corporations, Dr. Sterling is a recognized efficiency and business implementation expert. His influential consulting practice has helped more than 100 organizations optimize operations and accelerate growth, and he has extensive experience in the manufacturing, retail, financial, healthcare and professional services industries. Dr. Sterling’s outcome-driven approach provides unique metrics for measuring performance and success, and his clients gain services and advantages including:

- End-to-end operations, administration, financial and infrastructure development
- Break-even/expansion analysis and strategies
- Marketplace/consumer analysis and development
- Launch and growth strategies for new businesses
- Facilitation and support services for reorganizations, mergers and acquisitions
- Re-engineering and “turn around” support for at-risk businesses
PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

American Association for Physician Leadership
American College of Emergency Physicians
American Medical Association
American Public Health Association
National Medical Association
Society for Academic Emergency Medicine
Student National Medical Association
Student National Medical Foundation
Texas Medical Society

COMMUNITY LEADERSHIP

NORTHWESTERN UNIVERSITY
BLACK ALUMNI ASSOCIATION
Current president, through 2016

ALPHA PHI ALPHA FRATERNITY
ALPHA MU CHAPTER
Current chairman of the Endowment Fund, serving his eighteenth term in 2015

STUDENT NATIONAL MEDICAL ASSOCIATION
Three-time chairman of the board of directors

STUDENT NATIONAL MEDICAL FOUNDATION
Founded the organization in 1991

MINORITY ASSOCIATION OF PREHEALTH STUDENTS
Founded the organization in 1987

DFW MINORITY BUSINESS COUNCIL
Past chairman of the Health Industry Group

AMERICAN LUNG ASSOCIATION
Past board member, Central States Region

ASTHMA & ALLERGY FOUNDATION OF AMERICA
Past board member, Texas Chapter

THE HARVARD SCHOOL
Past board member

WISCONSIN ASTHMA COALITION
Past board and executive committee member

EDUCATION

2009
DARTMOUTH COLLEGE
The Tuck School of Business at Dartmouth, executive education

1995
COOK COUNTY HOSPITAL
Emergency Medicine Residency Training Program

1992
COOK COUNTY HOSPITAL
Transitional Year Residency Training Program

1991
UNIVERSITY OF ILLINOIS
COLLEGE OF MEDICINE
Doctor of Medicine

ASTHMA & ALLERGY FOUNDATION OF AMERICA
Past board member, Texas Chapter

THE HARVARD SCHOOL
Past board member

WISCONSIN ASTHMA COALITION
Past board and executive committee member

1985
NORTHWESTERN UNIVERSITY
Bachelor of Arts in psychology
STERLING INITIATIVES, LLC

Assessing and shaping the foundations on which healthcare institutions and delivery organizations operate, Sterling Initiatives is improving medical care across the U.S. and around the globe. The firm specializes in international healthcare consulting, management, project implementation and infrastructure analysis, and in addition to delivering recommendations for administrative, operational, financial and clinical improvements, the company offers hands-on assistance to hospitals, clinics, colleges and other entities to bring their provision of care and services in line with established best-practice guidelines.

Sterling Initiatives has worked with state governments, healthcare systems, hospitals, contract management groups and multiple other service and care providers for more than a decade, resulting in better, more accessible medical care for more than three dozen states and countries. Using outcomes-based methodology for business problem solving, organizational change and the delivery of tangible business and customer/patient results, the organization’s end-to-end complement of services includes:

**CORE COMPETENCIES**
- Customer-focused, multi-function strategic and operational design
- Development of cost-management strategies, focusing both on effectiveness and quality
- Engineering enterprise-wide customer interaction for a sustainable competitive advantage
- Global reviews and implementation assistance for specific modifications to medical, nursing or administrative functions

**ADMINISTRATIVE & OPERATIONAL FUNCTIONS**
- Global review total enterprise integration
- Analysis and benchmarking of clinical, financial and customer satisfaction output measures
- Change and cost management, planning and training
- Enabling technology solutions and procurement and facility throughput evaluation
- Malpractice exposure assessment and assessment of staffing patterns
- JCAHO review preparation, EMTALA counseling and preparedness assessment, HIPAA compliance and trauma center status verification
- Infrastructure design, build out and implementation for the following: hospital, urgent care, physician office, mental health, behavioral health, occupational medicine and wellness initiatives
- Emergency department physician contract management
SMA HEALTH LIBRARY:
Offering answers to thousands of frequently asked questions, SMA’s subscription-based, online medical resource covers every specialty, and the library is a simple, optimal supplement to the personal interaction provided by SMA’s consultants.

SMA LIVECHAT:
Providing customized advice, the digital platform lets users ask questions, receive personalized feedback and gain instant access to physicians, dentists, pharmacists, nutritionists, mental health professionals and more.

STRAEGIC FINANCIAL INITIATIVES
• Pharmacoeconomics review and strategy implementation
• Utilization review and counseling
• Solutions for corporations and small businesses regarding all aspects of healthcare
• Solutions for government programs including: Medicare, Medicaid and the Affordable Care Act

STRAEGIC CLINICAL INITIATIVES & RESEARCH
• Best practice implementation
• Clinical guideline development and review
• Healthcare outcomes research including: pharmacoeconomics, utilization review and best clinical practices

STERLINGMEDICALADVICE.COM
Empowering anyone, anywhere to become better stewards of their own health, SterlingMedicalAdvice.com provides instant, easy access to critical medical information, and the subscription-based service is on-call around the clock for users around the world. In addition to an advanced, comprehensive digital platform, the multi-channel consulting company also offers personalized support options including SMA LiveChat and the SMA Health Library.

THE SMA ADVANTAGE: Have an immediate medical concern, need expertise on a specific condition or simply want a second opinion on an existing diagnosis? SMA is available to help, giving subscribers 24-7 access to the following advantages:

• A personal healthcare consultant to offer customized advice based on a patient’s history and medical concerns
• Instant access to medical professionals representing over 15 medical specialties
• Healthcare specialists, including dentists, mental health professionals, nutritionists, personal trainers and pharmacists
• Cost-effective solutions through annual subscriptions that are far less expensive than the average ER visit, even for those with substantial insurance

SMA HEALTH LIBRARY:
Offering answers to thousands of frequently asked questions, SMA’s subscription-based, online medical resource covers every specialty, and the library is a simple, optimal supplement to the personal interaction provided by SMA’s consultants.

SMA LIVECHAT: Providing customized advice, the digital platform lets users ask questions, receive personalized feedback and gain instant access to physicians, dentists, pharmacists, nutritionists, mental health professionals and more.
STERLING MEDICAL WELLNESS

Developing customized, robust services that lead to healthier workplaces and more productive employees, Sterling Medical Wellness offers premier corporate solutions to mitigate skyrocketing healthcare costs. The organization’s approach is designed to offset the escalating price of medical benefits and accompanying increase in employee absenteeism through initiatives including:

- **MEDICAL TRIAGE & SCREENING**: Research from the Society for Human Resource Management has proven that companies with multi-faceted wellness programs experience “lower health care cost increases,” and Sterling Medical Wellness makes it easy to offer and implement medical triage, biometric screening and other beneficial services.

- **SELF-ADMINISTERED WELLNESS CLASSES**: Providing a catalog of online classes through SterlingMedicalAdvice.com, companies and their employees share the benefits of a simple, digital tool that can improve well-being and avoid preventable diseases.

- **STERLING ADVICE**: Companies now have a cost-effective method for providing staffers with on-call access to medical experts; with the Sterling Advice plan, available through SterlingMedicalAdvice.com, employees get personalized healthcare consultation that facilitates overall workplace wellness.

844-SMA-TALK

Tried getting in touch with a healthcare provider or physician lately? It’s become an almost impossible task that tests patients’ patience and typically yields a slow – or no – response. Thanks to 844-SMA-TALK, the wait is over, and those in need now have free, instant access to personalized, professional advice. Available without a subscription, customized consultations are just a call or click away through Dr. Sterling’s 24-7 medical and mental health hotline.
PREVENTION THAT EMPOWERS

BEHIND THE CURTAIN

Revealing and unflinching, Behind the Curtain offers an unfiltered look inside the real-life traumas and triumphs that define emergency medicine. The first book from Dr. Jeffrey Sterling succeeds as both an enlightening memoir and an unforgiving mirror reflecting the best and worst of human behavior, and the authentic collection of stories represents his unique journey as an ER physician, which spans two decades and dozens of cities and countries, including more than 75,000 patients.

Through Behind the Curtain, the author unveils the insidious consequences of everyday risks and seemingly innocuous habits, and his cautionary tales will inspire readers to reevaluate the fine line between “fun” and fundamentally flawed decisions. Moving, enthralling, and an entertaining catalyst for healthier, more responsible living, Dr. Sterling’s inaugural work is a testament to the power of prevention and the importance of personal empowerment.

ASK THE AUTHOR

Q: What motivated you to write Behind the Curtain?
“Throughout my career, I’ve been reminded time and again that most of us spend our lives in denial about who we are, what we do, and our susceptibility to the consequences of what we do. I wrote Behind the Curtain to hold a mirror to the public. In the ER, people tend to reveal their truest self, not the representative ‘character’ they present in polite company, and I hope that this book illustrates that we’re not as uniform as we pretend to be – and that we’re not as invincible as our often oblivious actions would suggest.”

Q: How did you craft the book’s concept?
“Simply put, I decided to tell stories of actual patient interactions. By sharing personal tales, I was able
to convey additional experiences that reveal the way we live our lives and the positive and negative consequences that are associated with our choices.

Q. What was the most significant question you sought to answer in writing your first book?

“I wanted to address many of the significant feelings and questions my patients struggled with, like ‘Am I the only one who feels this way? Am I the only one who does this?’ The answer is always a resounding ‘no.’ We live in an amazingly diverse world, and it’s unfortunate that people feel as if their choices aren’t able to be more freely expressed. We’d do better to empower folks’ choices with information to support their decisions.”

Q. What do you want your readers to take away from Behind the Curtain?

“That life is meant to be lived and enjoyed, and it is best done so by making educated decisions in advance of bad things happening.”

Q. What is the Sterling Medical Advice mission, and how does your book reflect the ethos of your company?

“SMA serves to empower individuals by providing the information and advice needed to establish a healthier lifestyle and determine when and how to seek medical care. Behind the Curtain is a look at the consequences of not having made such decisions.”

Q. How do you hope your work as a physician, consultant and author will influence the evolution of healthcare in the U.S.? Globally?

“My work is devoted to implementing public health strategies that reflect the objectives established by local and national health professionals, and my goal is to provide leadership that points the way forward for best practices of healthcare delivery and to do so on as broad a platform as possible. While SMA does provide and feature specific, technologically advanced tools, I don’t pretend to be the pioneer of new innovations; instead, I consider my specialty to be implementation that produces desired outcomes by using an organic but strategic approach to evolving, contemporary problems.”

Q. What current healthcare education efforts and prevention initiatives are working effectively, and what additional resources are needed?

“The American healthcare system is in transition. Enhancement of information and advice platforms, as well as telemedicine and telehealth initiatives, are components of this new paradigm. A focus and commitment to prevention and patient empowerment through education needs to be identified as a priority by both the public health and medical communities.”

“Life is meant to be lived and enjoyed, and it is best done so by making educated decisions in advance of bad things happening.”

—Dr. Sterling

Books & Blog
What steps should students and young professionals take now to improve their overall understanding of healthcare, as well as the support and benefits available?

“Students and young professionals would be best served by developing healthy lifestyle habits. I hope and fully expect the future of healthcare in the U.S. will involve a higher level of responsibility assigned to individuals to be better stewards of their own care. As such, taking advantage of platforms like SterlingMedicalAdvice.com will become increasingly important as necessary supplements to the information, advice and medical care typically delivered by more traditional providers.”

PRAISE FOR BEHIND THE CURTAIN

“Behind the Curtain is one of those rare books that takes the reader into a fast-paced, unfamiliar setting through the eyes of the expert. Jeff has done an outstanding job of writing about his many years in ERs across the country. He also balances his life stories with a healthy dose of recommendations on how readers can easily avoid placing themselves in those dangerous and traumatic situations that often lead them to the ER and physicians who have to make the same split-second choices that Jeff has made for years to save lives.”

Harry Lennix
Veteran actor, director, and producer

“Behind the Curtain: A Peek at Life from within the ER grabs you from the first page with its mix of all-too-real experiences and important life lessons from Dr. Jeffrey Sterling. With straightforward, pragmatic advice – ‘Stop smoking. Now.’ – and stories of the heroic efforts in hospital emergency rooms to save lives, Dr. Sterling gives the reader an inside look at the challenges and joys of life as an emergency room physician. His gentle wisdom, learned through years of extraordinarily difficult experiences, provides guidance for all who read this wonderful book.”

Morton Schapiro, PhD
President and professor, Northwestern University

“Behind the Curtain: A Peek at Life from within the ER is a riveting primer of the types of cases that place patients in the emergency room, but it goes much further in explaining how physicians operate in such unknown conditions to the betterment of their patients. Practicing medicine when you never know who will walk through the door or be brought in by ambulance is a constant, changing environment requiring split-second decisions. That’s the fascinating expertise Dr. Sterling brings to the reader in recognizing the medical attention needed in the fast-paced world of the unknown that is the American emergency room.”

Rahn Kennedy Bailey, MD
Chairman, Department of Psychiatry
Wake Forest School of Medicine
Baptist Medical Center

“Authentic. This is how I would describe Jeff Sterling. Having known Jeff since the early days of his career, I immediately saw him as a leader who was knowledgeable and perceptive beyond his years. Behind the Curtain reads in the same manner in which Jeff speaks – straightforward. Dr. Sterling expresses high intelligence and demonstrates his observational skills about the people and situations with which he is confronted. This collection is infused with keen insights, singular observations, genuine compassion, and not-so-cryptic humor grown out of a rich array of personal pursuits and professional experiences. Still a leader, he is still aiming to teach and to serve.”

Annette McLane | Associate Director for Programs and Conference Services
Student National Medical Association
STRAIGHT, NO CHASER

Drawing on decades of healthcare experience stateside and abroad, Dr. Sterling’s blog shares his one-of-a-kind expertise on modern medical conundrums, as well as smart commentary from guest contributors and candid responses to readers’ questions. Straight, No Chaser provides actionable intelligence on the most critical, contemporary issues in individual medical care, personal prevention and public health, and the publication’s jargon-free, accessible advice has garnered more than 32,500 fans and followers.

DR. STERLING, LIVE!

Taking Straight, No Chaser live in 2015, Dr. Sterling’s popular blog is now available on video; review selected vlogs below, and visit JeffreySterlingMD.com for the latest posts.

COMING SOON

Dr. Sterling’s first book, Behind the Curtain, hits shelves August 2015 – but his next three releases are already in progress! The author is currently considering an interactive volume of outstanding highlights from Straight, No Chaser, and he’s also developing new, diverse projects for publication. Reflecting his passion for effective entrepreneurship, Dr. Sterling has already completed the initial draft of a step-by-step philosophy targeting workplace optimization for professionals at any stage of their career, and he’s also crafting an inspirational work focused on the significance and impact of servant leadership. Visit JeffreySterlingBooks.com for the latest information on his current and pending projects!
POWERING HEALTHIER HABITS FOR INDIVIDUALS, CORPORATIONS, & COMMUNITIES AROUND THE GLOBE

SPEAKING ENGAGEMENTS

A sought-after speaker throughout the healthcare and philanthropic communities, Dr. Sterling has delivered addresses at more than 1,000 conferences and events and gives an average of 75 addresses annually. With expertise and experience in a variety of medical fields, the physician is in high demand as a presenter on topics including but not limited to: asthma, pneumonia, acute coronary syndromes, healthcare economics, healthcare disparities and other public health topics.

Click video to watch

BOOK DR. STERLING!

Connect directly with Dr. Sterling’s booking team for scheduling inquiries and additional information on his companies, philanthropic pursuits, and speaking experience. To see Dr. Sterling live, click to watch his recent “Solution Session” presentation for ERS.
• **ILLINOIS DEPARTMENT OF PUBLIC HEALTH**
  Scholarship recipient

• **NATIONAL MEDICAL FELLOWSHIP**
  Scholarship recipient

• **NORTHWESTERN UNIVERSITY BLACK GREEK COUNCIL**
  Outstanding Service Award

• **NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL**
  2008 Regional Supplier of the Year, in recognition of DFW Urgent Care

• **DFW MINORITY SUPPLIER DEVELOPMENT COUNCIL**
  2008 Minority Business Enterprise Supplier of the Year, in recognition of DFW Urgent Care

**AWARDS & HONORS**

• **NORTHWESTERN UNIVERSITY**
  Established Sterling Awards in Academic Excellence & Community Service

• **STUDENT NATIONAL MEDICAL ASSOCIATION/FOUNDATION**
  Established Jeffrey E. Sterling, MD, MPH General Endowment Fund

• **COOK COUNTY HOSPITAL DEPARTMENT OF EMERGENCY MEDICINE**
  Excellence in Research Award

• **AMERICAN MEDICAL ASSOCIATION**
  Burroughs Welcome Award for Outstanding Leadership in Community Service

• **STUDENT NATIONAL MEDICAL ASSOCIATION**
  Chairman emeritus | SNMA Legacy Award, in honor of Dr. Sterling’s role in founding the Minority Association of Prehealth Students and in recognition of more than 25 years of continued support

• **LINCOLN UNIVERSITY**
  President’s Certificate of Appreciation

• **OUTSTANDING YOUNG MEN OF AMERICA**
  Four-time honoree
CONNECT WITH DR. STERLING!

GENERAL INFORMATION

MEET THE MD

STERLING INITIATIVES, LLC

STERLING MEDICAL ADVICE

JEFFREY STERLING BOOKS

STRAIGHT, NO CHASER

MEDIA
THE AGENCY AT BROWN BOOKS
16250 Knoll Trail, Suite 205
Dallas, Texas 75248
972.248.9500
TheAgencyAtBB.com

MARKETING
Cathy.Williams@BrownBooks.com

PUBLIC RELATIONS
Vicki.Morgan@BrownBooks.com

Get In Touch