

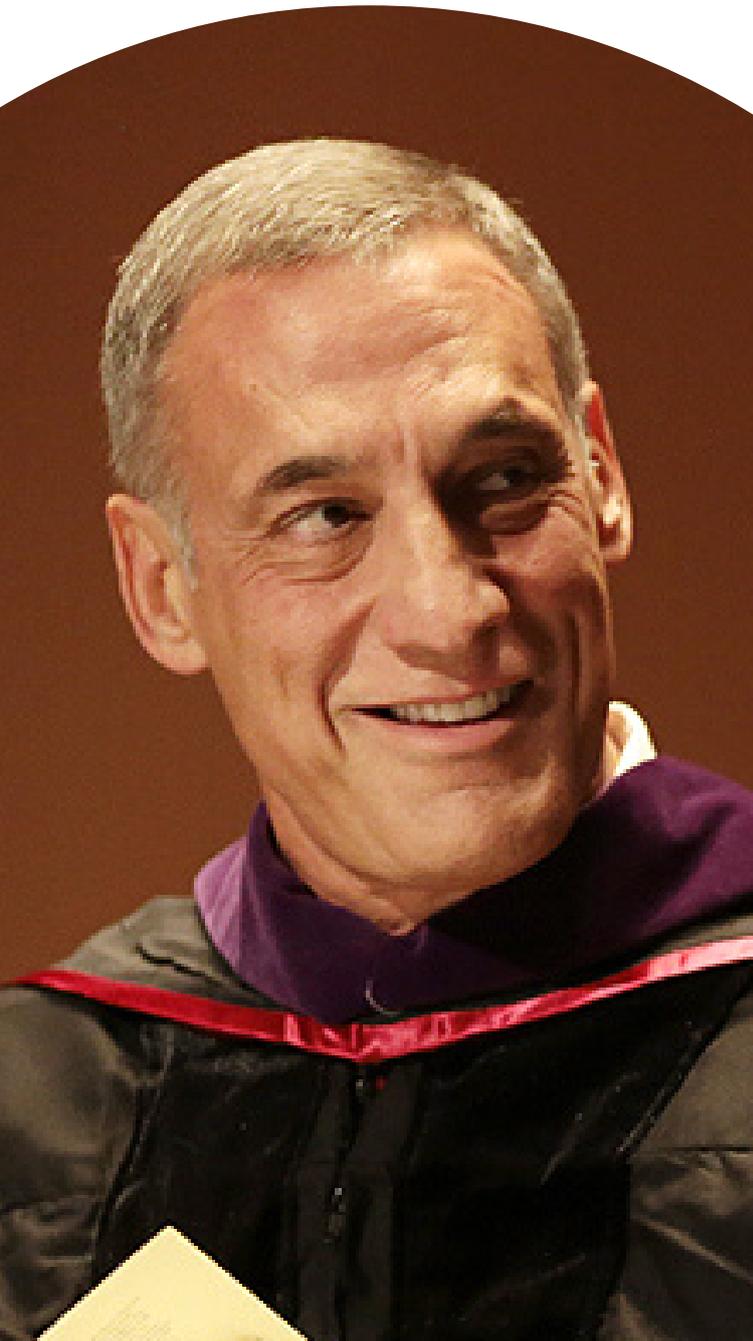


SPEAKER KIT

JOHN SHUFELDT

MD, JD, MBA, FACEP

SPEAKER // AUTHOR // COACH



Step out of your comfort zone, take risks and conquer your fears. Risk-taking has marked the upward mobility of mankind. Take a moment to reflect on where the human race would be if no one ever took a risk.

John Shufeldt

DYNAMIC SPEAKER

John Shufeldt, MD is a physician entrepreneur with over 30 years of experience. He pioneered businesses in the urgent care and telemedicine spaces that revolutionized the way people receive their care. He is a practicing physician, author, speaker and healthcare consultant to tribal hospitals around the nation on lean practices and efficiency.

His speaking experience includes a TEDx talk, TV co-host roles and interviews, graduation keynote addresses, conference breakouts and panels, university course faculty roles, podcasts and more. His warm, charming and humorous delivery as well as his rare expertise in healthcare management make him a sought after and engaging speaker.

Current speaking topics include, but are not limited to:

- Physician Leadership
- Contract Negotiation for Physicians
- Healthcare Entrepreneurism: From Start-up to Exit
- How Not to Get Sued and What To Do if You Do
- Disruptive Physicians
- HIPAA for Healthcare Professionals
- Leading Metric Driven Organizations
- Preventing Physician Burnout
- Efficiency and Organizational Behavior
- Lean Forward: Driving and Surviving Change
- Self-Leadership for Aspiring Leaders
- Ingredients of Outliers

For speaking inquiries, please e-mail info@johnshufeldtmd.com with the event date and speaking topic.

PHYSICIAN LEADERSHIP

Most physicians don't have a business degree, let alone any experience with the administrative parts of running a profitable company. John's 30+ years as a healthcare entrepreneur provides the need-to-know foundation for future and current physician leaders. He is transparent in his past mistakes and provides critical practice health tips. He's also well-versed in how technology can support patient satisfaction to help businesses thrive.

CONTRACT NEGOTIATION FOR PHYSICIANS

Hospitals and medical practices are always competing for talented, low-risk physicians and battling turnover while maximizing profitability. How do you maintain a thriving business with happy physicians? John Shufeldt will guide healthcare business leaders in how to negotiate employment agreements and MCO contracts so your business can remain competitive in an ever-changing healthcare landscape.

PHYSICIAN ENTREPRENEURISM: FROM STARTUP TO EXIT

You've never met a person with more healthcare startups under their belt. If dreaming up business ideas over breakfast was an Olympic sport, John Shufeldt would win the Gold Medals in lean startup, efficiently running and strategically exiting healthcare businesses. Learn what's missing from your future model, harness your current skill set and focus on efficiency to increase your chances of success.

JOHN'S MAJOR ACCOMPLISHMENTS

- 2020**
Forbes Author - The Physician's Guide to Entrepreneurism: The Successful Side Gig
- 2019**
Artificial Intelligence: Implications for Business Strategy, MIT Sloan
Publishing Deal for The Real Man Plan
Launched Rescript Your Future Podcast
Founded John Shufeldt MD Consulting
- 2018**
VP and CMO of Veteran's EM
- 2016**
Sold Urgent Rad, Find Urgent Care and The Urgent Care Textbooks to Practice Velocity
Spoke at TEDxASU
- 2015**
Founded Tribal EM
CMO at Apache Healthcare Corp
Six Sigma Black Belt, ASU
Chair of Dept. of Medicine and ED at Green Valley Hospital
- 2013**
Published First Book: Ingredients of Outliers
Co-Edited and Co-Wrote The Textbook of Urgent Care Management and Textbook of Urgent Care Medicine
- 2012**
Purchased Doctors Express Urgent Care with a Partner
- 2010**
Started Shufeldt Consulting
Sold NextCare Urgent Care
Founded MeMD
Inducted to United States Supreme Court
Honorary Commander of Luke AFB
Ernst and Young Entrepreneur of the Year
Multi-Engine Airline Transport Pilot
- 2009**
Board of Trustee at Drake University
Chairman of Men's Anti-Violence Network
Commercial Pilot License
- 2007**
Co-Founded Professional Assessments Services and Solutions (PASS)
Founded Find Urgent Care
National Medical Director of Angel Med Flight
- 2006**
Founded Shufeldt Law Firm
Founded UrgentRad
Founding Partner of Advanced Imaging Solutions
Adjunct Professor at ASU W.P. Carey School of Business and ASU Sandra Day O'Connor College of Law
Staff Writer for JUCM
- 2005**
JD, ASU Sandra Day O'Conner College of Law
- 2001**
Co-Anchor on AZ Top Doc
- 1995**
MBA, ASU W. P. Carey School of Law
- 1993**
Founded NextCare
Second Child Born
Received Helicopter Pilot's License
- 1992**
Founded Pinnacle Emergency Medicine
Started Big Dogs Hot Dog Stands
- 1991**
Received Single-Engine Pilot's License
- 1990**
First Child Born
- 1986**
MD, Rosalind Franklin University of Medicine and Science
- 1982**
B.A., Drake University
- 1985**
Married Wife



HOW TO NO GET SUED AND WHAT TO DO IF YOU DO

As both a physician and attorney, John has a unique perspective on lawsuits within the healthcare industry. He's participated as a defense attorney and expert witness in malpractice trials and has even partnered with an insurance company to help physicians lower their malpractice risk. John Shufeldt has taught a health law clinic at Sandra Day O'Connor College of Law at ASU, and coaches students and physicians on empathy and compassion to improve bedside manner. Learn the key tips to help avoid getting sued and the steps to take if you do.

DISRUPTIVE PHYSICIANS

Even the most talented and passionate physicians can become disillusioned with their career. Sometimes it's the pressure of success that derails them, sometimes there are personal problems, and in other cases, there are the dreaded terminable offenses that destroy a physician's career. As an emergency physician of over 30 years, business leader and healthcare consultant, John has partnered with a psychiatrist to develop screening and rehabilitation methods for physicians who become a behavioral liability to the hospital, patients and staff. With the goal of coaching and retaining these physicians, John speaks to and consults with healthcare organizations and leaders on how to handle these challenging situations.

HIPAA FOR HEALTHCARE PROFESSIONALS

Whether you're a seasoned physician or newly minted healthcare worker, you can learn something new about how to protect your patients and organization from privacy breaches. John will help your team be up-to-date on HIPAA policies, best practices surrounding PHI and how to prevent staff errors that could cause you financial and legal issues. Learn what it takes to stay legally compliant with on-going HIPAA regulation changes.

Without raising the bar or pushing the envelope, you'll likely never fail at much and thus never get to really make lasting contributions. Remember, it's the ability to take risks, to have your ego bruised, to get up, dust yourself off and press on, which changes the world.

John Shufeldt



LEADING METRIC-DRIVE ORGANIZATIONS

Managing or owning a business requires a bird's eye view mindset when it comes to profit and losses, patient satisfaction, compliance and more. But how do you impart this business savviness to your team when they are focused on short-term daily tasks? You can motivate your team to deliver measurable results -- even in the healthcare setting. This can include the customer experience, following policies and protocols, timeliness of care and more. Learn how John creates a culture of motivation and teamwork while balancing managerial duties and business growth.

PREVENTING PHYSICIAN BURNOUT

Doctors and healthcare providers are the best at taking care of others, but they don't always follow their own advice. If they're not careful, habits from medical school can become a lifestyle -- and as we all know, the human body isn't invincible. Mental and emotional burnout can occur, or even worse -- chronic health problems can arise. John Shufeldt will share his own personal journey and offer career and lifesaving guidance that only a healthcare professional can relate to.

EFFICIENCY AND ORGANIZATIONAL BEHAVIOR

Have you ever wondered your business culture, poor habits or outdated protocols might be negatively impacting your organization? As a certified Six-Sigma consultant, John can speak to the importance of policies and procedures that emphasize productive workflow and promote not only employee satisfaction, but patient as well.

INTERESTING FACTS ABOUT JOHN

- John was adopted from an orphanage.
- He struggled throughout grade school and almost failed out of high school.
- He loves cooking and dreams about obtaining a culinary degree.
- John started a podcast: *Rescript Your Future* where he teaches healthcare professionals how to capitalize on their medical background to achieve their entrepreneurial vision.
- When he was really young, he wanted to be a dog when he grew up.
- John is a die-hard Bruce Springsteen fan.
- When John was in elementary school he started his first two businesses: candles and chocolate. He may or may not have used the same molds to make them.
- Despite trying every sport, John has little natural athletic ability.
- John was once a beekeeper.
- He has competed in multiple triathlons, one of which was a half Iron Man.
- John has a black belt in Taekwondo.
- His favorite TV show is Seinfeld.
- John is known to be a prankster.
- He instantly bonds with dogs and kids.

JOHN'S MISSION

Empower physicians and medical organizations to reach their true potential

JOHN'S VISION

For every medical professional to own their future

