

Programography

The following is my programography. The term refers to the historical listing of all the programs I've written, produced, or directed (and for the vast majority I did all three) since the very beginning of my career.

It's missing a few shows here and there -- shoved way back down with other bad memories. And I don't claim, within the different time periods indicated, that the programs are listed in any particular order.

The programography, though, demonstrates repeated creative and technical excellence in producing dramatic, documentary, and didactic programming for a wide range of audiences. Hopefully, it also reveals the ability to meet and exceed client goals, and to produce a quality product on time and on budget.

Clearly, the majority of programs are on healthcare related topics for health professionals and patients. But there is a subgroup of programs on ethics, for engineers and business professionals, that demonstrates my ability to work outside of the healthcare industry.

Thank you for taking the time and interest to peruse my programography.

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Programography

Years	Employer			
Program Type	Program Title	Audience	Client	Product (if appropriate)
1980 - 81	Continental Insurance			
Dramatic	Management the Continental Way	Managers	Internal HR	
Dramatic	Supervisory Training	Supervisors	Internal HR	
1982 - 85	M.E.D. Communications			
Didactic	Tranxene Detail Aid Introduction	Sales Reps	Abbott	Tranxene
Documentary	Osteoporosis: The Silent Epidemic	Doctors	Ayerst	Premarin
Documentary	The Interferon Trilogy	Doctors	Schering	Intron A
Documentary	Scabies	Doctors	Reed & Carnrick	Qwell
Documentary	Head Lice	Parents	Reed & Carnrick	Qwell
Documentary	20 th Century Pathogen	Doctors	TAP	
Dramatic	Selling Surgicel	Sales Reps	J&J	Surgicel
Documentary	Proper Wound Care Techniques	Nurses	J&J	Wound Care Products
Documentary	Introducing Aztreonam	Doctors	Squibb	Aztreonam
Documentary	Penicillin Allergy	Doctors	Squibb	Aztreonam
Didactic	Dornier Lithotripter Series	Urologists	Dornier	the first lithotripter

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1985 - 88	Medstar			
Documentary	Colo-Rectal Cancer	General Public	Hospitals	None
Documentary	Teenage Addiction	General Public	Hospitals	None
Documentary	Cocaine: the end of the line	General Public	Hospitals	None
Documentary	Cosmetic Surgery	General Public	Hospitals	None
Documentary	Technology for the Disabled	General Public	Hospitals	None
Documentary	How to Beat a Heart Attack	General Public	Hospitals	None
Documentary	Infertility	General Public	Hospitals	None
Documentary	Sports Nutrition	General Public	Hospitals	None
Documentary	Secrets of Aging	General Public	Hospitals	None
Documentary	Fetal Surgery	General Public	Hospitals	None

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1988 - 2001	Back East Productions			
Documentary	Fenbufin <i>A continuous loop on a new anti-prostaglandin drug for convention booth</i>	Rheumatologists	Lederle	Anti-prostaglandin
Didactic	The SKF Bearing Catalogs <i>Video catalog of an industrial product line</i>	Engineers	SKF Bearings	SKF Bearings
Dramatic	Gilbane Gold <i>A case study in engineering ethics</i>	Engineers	Great Projects & the National Society of Professional Engineers	
Dramatic	The Glass Ceiling <i>An examination of how women are perceived in a "man's" world</i>	Engineers	Great Projects & the National Society of Professional Engineers	
Dramatic	The Deposition <i>A case study in ethical business behavior in the pharmaceutical business</i>	SKB Employees	SmithKline Beecham	
Dramatic	The Avalanche <i>A case study in ethical business behavior in the pharmaceutical business</i>	C.R. Bard Employees	Healthways & C. R. Bard	
Dramatic	The Open Door <i>A case study in ethical business behavior in the pharmaceutical business</i>	C.R. Bard Employees	Healthways & C. R. Bard	
Documentary Didactic	Seasonal Allergic Rhinitis <i>CME program on diagnosis and therapy</i>	Doctors	Janssen	Hismanal
Documentary Didactic	The Medical News Network <i>A series of 12 interactive commercials for a experimental marketing venture</i>	Doctors	Glaxo	Imitrex
Documentary	Women & Migraine <i>An educational program on why women are affected by migraines</i>	Doctors	Glaxo	Imitrex

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		Dramatic	Connecting with Migraine Patient <i>CME program on improving interpersonal interactions with migraine patients</i>	Doctors	Glaxo	Imitrex
		Documentary	The Practical Physician <i>2 years and 8 programs on how to better manage a primary care practice</i>	Primary Care Doctors	Stuart	Zestril
		Documentary	Recapturing the Satisfaction of Practice <i>4 programs on how to balance one's personal and professional lives</i>	Doctors	Glaxo	Zantac
		Documentary Dramatic	Advances in Antiplatelet Therapy <i>CME program on the role of antiplatelet therapy in strokes, CVD, and PAD</i>	Doctors	NMCE BMS	Plavix
		Documentary Dramatic	Antiplatelet Therapy in Stroke <i>Preceptorship on stroke care</i>	Sales Reps	BMS	Plavix
		Documentary Dramatic	Antiplatelet Therapy in CVD <i>Preceptorship on cardiac care</i>	Sales Reps	BMS	Plavix
		Documentary	Antiplatelet Therapy in PAD <i>Preceptorship on peripheral vascular disease</i>	Sales Reps	BMS	Plavix
		Didactic Documentary	The Evolving Cardiovascular Practice - Health Economics - Clinical Guidelines for the Management of Unstable Angina <i>CME program for cardiologists on challenges facing their practice</i>	Cardiologists	Astra Zeneca	Beta blocker ?
		Documentary	The Challenges in Managing Serious Gram-Negative Infections <i>CME programs on the introduction of the first novel antibiotic in 25 years</i>	Oncologists, General Surgeons, Intensive Care Physicians	Pharmacia / Upjohn	Zyvox

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		Dramatic Didactic	Osteoporosis: The Case Review of Mrs. Lilly O'Connor <i>CE program on identifying and caring for patients at risk for osteoporosis</i>	Long-term Care Staff	Merck	Fosamax
		Documentary	On Your Terms <i>Non-product specific patient education program on prostate cancer</i>	Prostate Cancer Patients	Rhone Poulenc Rorer	Taxotere
		Documentary	Living with Lung Cancer <i>Non-product specific patient education program on lung cancer</i>	Lung Cancer Patients	Rhone Poulenc Rorer	Taxotere
		Documentary	Hospice Care: Compassion, Quality, Value <i>A promotional program to encourage managed care to increase hospice utilization</i>	Managed Care Executives	National Hospice Organization	
		Dramatic	Muffled Pleas for Help <i>CME program on identifying and treating depression in the elderly</i>	Primary Care Physicians	Dept. of Human Services, State of Pennsylvania	
		Documentary	Portraits of Hope <i>A product-specific patient education program on brain tumors</i>	Brain Tumor Patients	Schering	Temodar
		Dramatic	Critical Moments <i>A promotional program touting a new wireless patient information system</i>	Managed Care Executives	Medical Economics	Wireless notebook system
		Didactic	Evolution <i>A continuous loop video on a new anti-biotic for use in a convention booth</i>	Infectious Disease Specialists	Stuart/ICI	meropenum
		Didactic	HIV Infection & AIDS <i>CME program on AIDS therapies from the 1996 World AIDS Conference in Vancouver, BC</i>	AIDS & HIV experts	Ortho Biotech	Procrit

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Didactic Live Event	New Directions in HIV Therapy and Quality Survival <i>CME program on AIDS therapies from the 1998 World AIDS Conference in Geneva, Switzerland</i>	AIDS & HIV experts	Ortho Biotech	Procrit
Didactic Live Event	Panic & Anxiety: Decade of Progress <i>A series of educational programs on advances in the treatment of panic and anxiety</i>	International Psychiatrists	Upjohn	Xanax
Dramatic	Fluvoxamine Case Studies <i>3 case studies on the treatment and management of patients with depression, anxiety, and OCD</i>	European Psychiatrists	Solvay	Luvox
Dramatic, Didactic Live Event	CINP: Advances in the Treatment of Depression, Panic, and OCD <i>Educational program on the pharmacotherapy for depression</i>	European Psychiatrists	Solvay	Luvox
Dramatic	Choosing an Antidepressant Medication <i>3 case studies on the treatment and management of patients with depression, anxiety, and OCD</i>	European Physicians	Solvay	Luvox
Didactic	Gammar IV <i>Educational video on preparing Gammar IV</i>	Pharmacists	Rhone Poulenc Rorer	Gammar
Didactic	Empiric Therapies for Cardiovascular Risk <i>Educational program on drug therapies to improve the management of patients with coronary artery disease</i>	Doctors & Pharmacists	Upjohn	Colestid
Dramatic, Didactic	Obsessive Compulsive Disorder behind the mask of depression <i>Educational program on link between OCD and depression</i>	Doctors	Lilly	Prozac
Dramatic	Quality of Life Trial <i>Patient information on enrolling into a clinical trial</i>	Patients		Slo-Bid

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Dramatic Didactic	The High Blood Pressure Quiz <i>Patient education on hypertension</i>	Patients	Sandoz	Pharmacy Initiatives
Didactic	Take Control Further <i>A video detail of Lamictal</i>	Doctors	Glaxo	Lamictal
Documentary Didactic	Treatment of Serious Intra-abdominal Infections <i>Educational program on challenges related to choosing an antibiotic for surgical wounds</i>	Doctors	Stuart	?
Didactic	Assessing the Outcomes of Care <i>CME program on the basics of outcomes management</i>	Doctors	Glaxo	Managed Care Initiatives
Documentary Didactic	Causes of Asthma and the Consequences of Drug Therapy <i>Promotional program on asthma</i>	Doctors	Fisons	
Didactic	Managed Care and the Independent Podiatric Physician <i>Educational program on how managed care is changing podiatry</i>	Podiatrist		
Dramatic Documentary	Two Sisters <i>An informational program for patients on a patient advocacy initiative</i>	Parkinson's Disease Patients	Sandoz	Parlodel
Documentary	Choices in Practice Management Part One & Part Two <i>CME program on how physicians that band together can improve their bargaining position with managed</i>	Doctors	NCME	
Documentary	Virtual Tour: 1998 World AIDS Conference <i>CME program on the World AIDS conference in Geneva, Switzerland</i>	Doctors	NCME	
Didactic	Prostate Cancer Update <i>CME program on prostate cancer</i>	Doctors	NCME	

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Documentary Didactic	Update on Parkinson's Disease <i>CME program on Parkinson's Disease</i>	Doctors	NCME /	Comtan
Didactic	Community-Acquired Pneumonia <i>CME program on CAP</i>	Doctors	NCME	
Documentary Didactic	Update on Migraines <i>CME program on migraines</i>	Doctors	Abott	Depakote
Documentary	Update on MS <i>CME program on migraines from the experts' points of view</i>	Doctors		
Documentary	Short-term Long-term: Living with MS <i>CME program on migraines from the patients' points of view</i>	Doctors		
Documentary	Appropriate Use of Medications in the Senior Care Setting <i>CE program on pharmacotherapy in older patients</i>	Long-term Care Staff	Schwarz	
Dramatic Documentary Didactic	What About <u>Menopause</u> ? <i>Promotional program on hrt and femhrt</i>	Doctors	Pfizer	femhrt

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2002 - 2004	Embryon			
Didactic	Neurological Exam <i>Educational program to train audience on how to perform a neuro exam</i>	Clinical Trial Physicians	Pfizer	Neurontin
Documentary	Depo-Provera Patient Experiences <i>Informational program to expose the audience on how women feel about taking Depo-Provera</i>	Physicians & CRNP	Pharmacia	Depo-Provera
Documentary	ICNeP <i>How to perform an examination to identify neuropathic pain</i>	International physicians	Pfizer	Neurontin & Pregabalin
Documentary	Dementia Dialogs (2) <i>Feature stories on the success of treatment with Reminyl</i>	US primary care physicians	Janssen	Reminyl
Documentary	Language of Pain <i>How to listen for verbal descriptors of neuropathic pain</i>	International primary care docs	Pfizer	Neurontin & Pregabalin
Didactic	Novartis on-line speaker training incorporating video into Flash for dynamic cost-effective training	US physicians	Novartis	numerous

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2005 – Present	The Paul Martin Company					
Documentary	Relief: the history of pain management <i>A three-part documentary series on how pain has been treated since pre-history through today</i>	US surgeons & anesthesiologists	J & J	lonsys		
Documentary	General Goodpaster <i>A short video as a memorial to a little known American patriot</i>	Politicians, military officers and statesmen	Great Projects	none		
Documentary	Reforming Mental Healthcare <i>A broadcast half-hour on the changes in the New Jersey mental health system</i>	Public	Great Projects	none		
Interactive	Quest Diagnostic Sales Training <i>An interactive tool to train sales people on a new allergy test</i>	Quest sales force	Sealworks and Quest Diagnostics	ImmunoCap		
Interactive	Nurse & Physician Product Training <i>An interactive tool to train on the use of lonsys</i>	Post-surgical medical staff	J & J and Cadient Communications	lonsys		
Drama	Incident at Morales <i>An educational program to be used to facilitate discussion about ethical decision-making</i>	Law and engineering students	Great Projects	none		
Interactive	NCME TV <i>Various programs on topics as diverse as domestic abuse and bioterrorism</i>	Physicians	NCME TV	none		
Drama	Ethicana <i>An educational program to be used to facilitate discussion about corruption in the international construction industry</i>	Construction industry employees around the world	Great Projects	none		
Interactive	Schizoaffective Disorder <i>UCLA CME Activity as webcast event. Video elements for interactive differential diagnosis</i>	Physicians	NCME TV	novel new Janssen compound		

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Drama	Henry's Daughters <i>A controversial educational program about ethics in the engineering industry and privacy in the community</i>	For college students in engineering, law, management, and philosophy	Great Projects	none
Documentary	Atlanta's New International Terminal <i>Something different and very exciting. Covering the three year process of building a \$1.3 billion airline terminal.</i>	For those in the construction industry	Great Projects	City of Atlanta Department of Aviation
Interactive	Breathing Is Not Overrated <i>Innovative and novel approach to product promotion/education. Coming soon.</i>	Primary care physicians	Impact Communications Partners	new Schering Plough asthma product