

JEFFREY M. ROSENBERG, MD, MBA, FACS, INC.

Diplomate American Board of Thoracic Surgery
San Diego, CA

Jeff is a charismatic, transformational executive leader, executive manager, and cardiothoracic surgeon. He is accustomed to making critical, instantaneous life and death decisions under the most adverse conditions while maintaining composure, instilling confidence in the team, and achieving optimal outcomes. He is firmly committed to the patient first, patient-physician relationship that ensures quick and easy access to health care services. He strongly advocates for collaboration with and empowerment of the health care team. He embodies and embraces values of humility, clinical excellence, teamwork, integrity, and stewardship. Jeff consistently achieves value-based medicine goals that include the greatest patient experience with the highest and safest quality at the lowest cost.

Executive Leadership

Chief Medical Officer

Chief of the Medical Staff

Chairman of Surgery

Chairman of Peer Review Committee

Chairman of the Bylaws Committee

Chairman of the Credentials Committee

Chairman of Values Compact Program

Executive Management

Quality Metrics/HCAHPS Optimization

Medical Director of Physician Leadership

Strategy Plan for Medical Director Program

Electronic Health Record Adoption

Disaster and Fire Evacuation Management

Operating Room Management and Expansion

Cost Reduction through Standardization

- Led organizational and medical staff culture change through leadership development and alignment. Utilized “Clear Leadership” communication techniques based upon active listening. Achieved increases in physician alignment and participation rates from 33% to 70%.
- Collaborated with the Chief Medical Information Officer for a successful implementation of computerized order and dynamic documentation utilizing the Cerner System.
- Revised and updated the Medical Staff Bylaws of 426-bed Palomar Health System collaborating with medical staff leaders and organizational executives.
- Led and managed an 800-physician medical staff through the opening of a \$1 billion Medical Center that included the safe and successful transfer of 288 inpatients.
- Obtained Board of Director approval for the closure of the Palomar Health Downtown Campus with relocation of Behavioral Health Services, Obstetrics and Gynecologic Services, Acute Rehabilitation Services, and Radiation Oncology services.

PROFESSIONAL EXPERIENCE

EXECUTIVE LEADERSHIP

Presently the Chief Medical Officer at Sierra Nevada Memorial Hospital (SNMH) in Grass Valley, California. SNMH is a 104-bed rural acute care hospital in the foothills of the Sierra Nevada Mountains in Nevada County, California. SNMH is one of six hospitals in the Greater Sacramento Service Area (GSSA) of Dignity Health. Responsibilities include quality and medical staff services. Major priorities include patient experience optimization and serving as a liaison between the medical staff and the hospital administration.

Prior experience consists of election to extensive medical staff leadership positions in multiple health care systems in the greater San Diego area that includes Chief of Staff, Chief of Staff Elect, Chairman of Surgery, Chairman of the Multispecialty Peer Review Committee at Palomar Medical Center and Palomar Health Downtown Campus while representing more than 800 medical staff members. I

achieved the successful blending of the cultures and clinical practice patterns of both community-based physicians and Kaiser Permanent employed physicians.

- Chief of Staff Palomar Medical Center and Palomar Health Downtown Campus: Represented and led this 800-member medical staff. Responsibilities included overseeing a successful transition of intensive care services to a new model while assuring continued 24-hour coverage. Collaborated with the Chief Medical Information Officer (CMIO) and the Medical Director of the Operating Room on Computerized Physician Order Entry and Dynamic Documentation of a Cerner System while assuring physician buy-in and providing on-going teaching and assistance of physicians. Advised the Board of Directors and the Hospital Administration on Closure of Palomar Health Downtown Campus and the relocation of services that include OB/GYN, Acute Rehabilitation Services, Behavioral Health Services, Clinical Laboratory, Radiation Oncology, and Emergency Services. Served as Chairman of the Medical Executive Committee. Served as the Medical Staff's representative to develop organizational strategy, quality, safety, and budget.
- Chief of Staff Elect of Palomar Medical Center and Palomar Health Downtown Campus: Duties of this position include service as Chairman of the Credentials Committee and Chairman of the Bylaws Committee. Maintained the highest standards of the Medical Staff while preserving an open Medical Staff as Chairman of the Credentials Committee. Revised and updated the Medical Staff bylaws. Served as a task force member for Da Vinci Robot purchase. Established bylaws and structure of the Robotic Surgery committee.
- Chairman of Surgery at Palomar Medical Center and Sharp Chula Vista Medical Center: Organized and maintained surgical morbidity and mortality conferences. Represented the needs and concerns of the surgeons of the medical staff in areas of quality, and standardization of equipment. Oversaw clinical competence evaluation and monitoring of surgeons.
- First Chairman of the Multi-Specialty Peer Review Committee at Palomar Medical Center: Developed procedures and policies for the function of the committee. Reported to the medical executive committee. Formalized oversight of the Trauma Department, the Emergency Room, and Radiology Service independent reviews to fall under the auspices of the Multi-Specialty Peer Review Committee.
- Surgery Department Cardiothoracic Surgery Subsection Representative: Developed operating room guidelines for the surgical assistant requirements for off-pump cardiac surgery procedures. Developed credentialing requirements and monitoring requirements for robotic thoracic surgery.
- Chairman of the Medical Staff Values Development Compact: Organized and directed the elected medical staff officers in laying the groundwork for the adoption of a values compact of the medical staff. The Compact is to be used in New Physician On-Boarding.
- Culture Change Expert and Champion: Worked closely with the Directors of Organizational Development and Organizational Education as a steering committee member for the Academy of Applied Physician Leadership. Achieved improvements in physician alignment and participation from 33% to 70% as measured by the annual physician engagement survey.
- Joint Commission Survey accreditation representative for the medical staff leadership. Institute of Medical Quality/Continuing Medical Education audit and recertification representative for the medical staff leadership as a member of the Education/Library Committee.

- Cardiac Surgery Center of Excellence Steering Committee Member: Achieved Center of Excellence Status by achieving improvements in a) reduced ventilator times, b) reduced intensive care unit length of stay, and c) decreased hospital length of stay. Participated in site visit to the Mayo Clinic Arizona Cardiac Surgery Service.
- Mayo Clinic Care Network Steering Committee Member: Key contributor to joint physician leadership development conference. Regular interaction and discussions with the Mayo Clinic Leadership Team to plan Mayo Clinic Care Network Collaboration and Strategy.
- President San Diego Chapter American College of Surgeons: Responsible for presiding over the monthly chapter council meeting and to present the vision for the chapter's goals. Preside over the semi-annual chapter meeting and introduce the speaker and run the chapter business.
- Secretary/Treasurer San Diego Chapter American College of Surgeons: Responsible for attending the monthly chapter council meeting. Process the member's dues and keep records of the chapter's finances.
- Delegate to the Specialty Delegation of the California Medical Association: Attend the local San Diego Chapter meetings and attend the annual CMA conference. Present resolutions at the annual CMA meeting.
- President of the Young Physician Section of the California Medical Association: Elected as statewide representative to lead the Young Physician Section. Preside over the Young Physician Section Delegation and act on the Section's behalf at the CMA annual meeting.

EXECUTIVE MANAGEMENT

Served as Medical Director of Physician Leadership Development for Palomar Health, a 426-bed, three hospital system in North San Diego County. Established markedly increased alignment, participation, and leadership development in the organization. Achieved successful development of medical staff leaders with increased and effective collaboration with administration and the Board of Directors and markedly increased patient satisfaction as measured by Press Ganey and **HCAHPS** (the Hospital Consumer Assessment of Healthcare Providers and Systems). Maintained a successful medical director program through effective strategy development and management. Extensive captivating public speaking appearances to the Medical Staff of Palomar Health with themes of collaboration and empowerment.

- Medical Director of Physician Leadership Development for Palomar Health: Steering Committee Member for the Academy of Applied Physician Leadership Development (AAPL). Collaborated with the Director of Organizational Development and the Director of Organizational Education to finalize course structure and course presentation for AAPL. Achieved great success in physician participation and alignment as measured by the annual physician participation survey. Presented many substantive and motivational programs for the medical staff, hospital administration, and the Board of Directors of Palomar Health. Advised the Manager of Organizational Development in establishing a mobile device App for real time On-Call schedules, physician directories, and link to MD Wired.
- Disaster Management and Fire Evacuation Management: Member of the Crisis Management Team for fires in San Diego in 2007 and 2013 for Palomar Health. Coordinated medical staff participation and maintained continued patient care through decisive decision making.

- Direct collaborative partner with the CEO, the CFO, Executive Vice President for Physician Liaison, the Vice President for Safety and Quality, the Manager of Patient Experience, and the Board of Directors of Palomar Health: Achieved adoption by the Board of Directors to close the Palomar Health Downtown Campus. Developed plans to successfully relocate services from the Palomar Health Downtown Campus to Palomar Medical Center and Pomerado Hospital. Identified and realized fiscal year budget reductions.
- Effectively managed the transition of a community based health system to incorporate the employed Kaiser Permanente Physician Group: Supported the involvement of the Kaiser Physicians into the medical staff leadership. Encouraged and demanded a unified medical staff with the provision of the highest and safest quality of patient care.
- Achieved a \$1.4 million non-labor cost reduction through standardization and collaboration: Coordinated effort with medical staff leaders and supply chain management to identify and realize cost reduction through standardization of medical supplies to include cardiac catheterization stock items and operating room supplies.
- Managed Collaborative Health Information and Privacy Act infractions: Implemented corrective action plans in conjunction with the Health Information Privacy Officer. The process required investigation and discussion with medical staff members and hospital staff.
- Managed and Directed organizational improvement project for delinquent medical records: Required the development of a new culture of multidisciplinary cooperation to achieve the desired result of prompt medical record completion and compliance to medical staff policy by physicians. Achieved results by determining the problem areas for the medical records staff and of the medical staff members. Instituted a 24 hour/7 day a week hotline to report the completion of medical records that reduced delays and reduced disruption to the operating room schedule.
- Operational and collaborative effort with the Medical Director of the operating room for operating room management and expansion: Planned the layout of a new operating room to maximize utility. Planned the addition of gynecology, obstetrics, and outpatient general surgery to the surgical platform of Palomar Medical Center.
- Member of the Editorial Board of the San Diego Physician Magazine: Met monthly with the Editorial Board Members and determined the format for each monthly edition of the San Diego Physician Magazine.

GOVERNANCE

Participated as a medical staff representative and served as a member of multiple committees of the Palomar Health Board of Directors. Responsibilities include direct reporting to the Chairman of the Board pertaining to the quality of care provided by the medical staff. Served as Chairman of the Board of Directors for the American Heart Association South Bay Division. Responsibilities include communicating vision, setting strategy, and maintaining the regular function of the Board.

- Medical Staff Representative to the Palomar Health Board of Directors: Presented the credentialing and bylaws changes of the medical staff at the regular monthly open meetings of the Palomar Health Board. Direct report to the Chairman of the Board relating to quality. Organized the agenda and presided over the quarterly Joint Conference Committee (consisted of Board members, hospital administration, and elected medical staff leaders).

- Member of the Board Governance Committee: Attended monthly meetings and business included bylaws, audit reports, and state and federal legislative updates.
- Voting Member of the Board Finance Committee: Attended monthly meetings that evaluated the financial statements of the Health System.
- Member of the Board Quality and Safety Committee: Attended monthly meetings with reports of quality, safety, and risk management. Evaluated the patient satisfaction scores for the Palomar Health System.
- Member of the Board Strategy and Facilities Committee: Attended monthly meetings that discussed the one-year and the three-year strategy plans for Palomar Health. Monthly reports were presented on the current facility status and plans for facility maintenance and growth.
- Member of the Board of Directors of North County Emergency Medical Associates: Served as the Cardiothoracic Surgery representative. The organization's function is to provide the emergency specialty services for Palomar Health. Attended the quarterly Board meetings as a voting member.
- Chairman of the Board of Directors American Heart Association: San Diego South Bay Division: Set vision and maintained the regular function of the Board. Represented the Division at public events as a speaker. Organized the fundraising projects of the Division that include the annual golf tournament, the annual "Heart Walk", and the annual "Cardiac Arrest" events.
- Member of the Board of Directors American Heart Association: San Diego South Bay Division: Attended the monthly Board meetings. Participated in the annual fundraising events of the Division that include the annual golf tournament, the annual "Heart Walk", and the annual "Cardiac Arrest" events.
- Member of the Board of Directors of the San Diego County American Heart Association (AHA): Attended the quarterly Board Meetings. Attended the annual national AHA governance meeting as a San Diego Representative.

FUND RAISING/PHILANTHROPY

Participated as a collaborative partner with the President of the Palomar Health Foundation. Spearheaded the establishment and funding of the David Engel Memorial Fund. Represented the medical staff and presented the needs of the cardiac surgery and cardiology departments to major donors. Coordinated the fundraising efforts for the American Heart Association in San Diego.

- Established the David Engel Memorial Endowment: Collaborated directly with the endowment representative of the Palomar health foundation. Communicated directly to the medical staff and raised over \$33,000 for the initial funding of the endowment. Presented the endowment to the Engel Family at the annual Palomar Medical Center Medical Staff Meeting.
- Raised Funds for Purchase of \$35,000 Grand Piano for the Palomar Medical Center hospital lobby: Collaborated with foundation members and medical staff leaders to obtain funding and secure the purchase of the piano. Participated in the dedication ceremony.

- Raised funds for the Cardiac Surgical Service Line: Presented the needs of the Cardiac Surgical Service Line to the Hospital Foundation. Presented the needs and thanked the donors at an annual fundraising event in the community.
- As Chief of Staff, interfaced and toured with multiple high level donors for Palomar Health: Gave hospital tours in conjunction with Palomar Health Foundation employees of Palomar Medical Center. Showed the donors the benefits of their contributions and highlighted future needs for the Health System.
- Member of the Physicians Council for the Palomar Health Foundation: Attended quarterly meetings and discussed the needs of the Health system. Discussed future physician engagement and future fund raising events.
- Evaluated candidates for the Position of President of the Palomar Health Foundation: Medical staff representative on the steering committee to evaluate candidates and select the Palomar Health Foundation President. Interviewed candidates for the Foundation President position.
- Golf Tournament American Heart Association-San Diego South Bay Division: Annual event with local San Diego media coverage. Appeared on local news broadcasts representing the Division and the event. Raised well needed funding for the San Diego American Heart Association (AHA) and presented a check for \$45,000 dollars to the AHA preceding a symphony at the Spreckel's Theatre in San Diego.
- Cardiac Arrest Event American Heart Association-San Diego South Bay Division: Annual event that raised funds by "arresting" prominent members of the community and holding them until bail (donation) is offered for each arrestee. Presided as spokesperson for the event and helped to coordinate and plan the event with other members of the board and employees of the AHA.
- Annual AHA Heart Walk: Participated in and solicited other organizations to participate in raising money for the AHA. Collaborated with the AHA staff and the AHA Board Members to coordinate the event.

CLINICAL PRACTICE AND CLINICAL SKILLS

Provided Cardiac, Thoracic, and Vascular surgical services to patients in the greater San Diego County. Performed primary adult cardiac surgical revascularization and valve surgery. Performed primary adult thoracic surgery that includes lung cancer surgery, esophageal cancer surgery, mediastinal, and diaphragmatic surgery. Provided Cardiothoracic Level II Trauma coverage at Palomar Medical Center. Expert in Endovascular thoracic aortic surgery, Minimally Invasive Video Assisted Thoracoscopic Surgery, and Video Assisted Robotic Thoracic Surgery.

Highly sought after public speaker and served as a mentor to multiple aspiring health care providers through operating room observation and shadowing during hospital rounds. Consistently maintained 99% patient satisfaction scores.

Expert in utilization review process for both a private practice and a large medical group. Expert in coordinating efficient and effective patient care through obtaining insurance coverage authorization.

- Adult cardiac valve and revascularization surgery: Perform aortic, mitral, and tricuspid valve replacement and repair. Perform coronary artery bypass surgery.

- Adult aortic reconstruction surgery: Perform thoracic aortic aneurysm and aortic dissection repair. Perform ascending thoracic aortic root replacement.
- Carotid artery surgery: Perform open carotid artery surgery with shunt. Manage carotid artery dissection.
- Cardiothoracic Trauma Surgery: Provide emergency trauma services for Level II trauma center. Common injuries include gunshot and stab wound to heart or lung. Repair traumatic transection of descending thoracic aorta with endovascular surgical techniques in critically ill patients. Repair rupture of the thoracic esophagus.
- Minimally Invasive Thoracic Surgery-Video Assisted: Expert in repair of pulmonary blebs for spontaneous pneumothorax. Perform minimally invasive lobectomy for lung cancer patients.
- Robotic Thoracic Surgery: Perform thoracic schwannoma resection. Perform lobectomy of lung for cancer.
- Endovascular Aortic Repair and Reconstruction: Perform endovascular stent graft surgery for descending thoracic aortic aneurysm and descending thoracic aortic dissection. Perform emergency endovascular stent graft repair of traumatic transection of the descending thoracic aorta. Perform emergency endovascular stent graft repair of ruptured descending thoracic aortic aneurysm.
- Intensive Care Management of Critically Ill Patients: Managed patients with multi-organ system failure to recovery. Managed post-operative cardiac and thoracic surgery patients both complicated and uncomplicated.
- Dialysis Access Surgery: Performed autologous and prosthetic dialysis graft placement. Managed thrombosed dialysis access grafts. Insert percutaneous hemodialysis catheters.
- Peripheral Vascular Surgery: Manage both acute and chronic vascular insufficiency with graft placement or embolectomy.
- Wound Clinic Pomerado Hospital: Maintained a weekly wound care clinic of chronic wounds. Performed diagnosis and treatment.
- Intensive Care Unit Physician of the Year: Elected by the intensive care unit nurses. This is an annual award given to a physician who demonstrates outstanding collaboration with the health care team and provides compassionate patient care.
- Press Ganey Physician Satisfaction Score 99th Percentile National Rank: Consistently achieved this rank over several years. Results obtained from patient satisfaction surveys.
- Adult Thoracic Surgery: Lungs, Pericardium, Mediastinum, Esophagus, Diaphragm, Pleura: Perform surgery for acute and chronic conditions. Consistently recognized as an expert in the area of adult thoracic surgery.
- Palliative Care Advocate: Recognize the need for expert consultation for severe chronic disease and for effective pain management.

- Spiritual Care Advocate: Recognize the need for a holistic approach to clinical care. Pray with patients before and after surgery. Make available the desired clergy support for each patient's respective faith. Understand that patients achieve better results with prayer.
- Hospice Care Advocate: Provide hospice consultations for all patients who have a diagnosis and a prognosis of less than six-month survival. Advocate for home treatment of hospice patients when possible.
- CEO and President for Jeffrey M. Rosenberg, MD, MBA, Inc.: Made all leadership and management decisions for the successful operation of the corporation from its inception in 2006.
- Office Manager Jeffrey M. Rosenberg, MD, MBA, Inc.: Managed all employees. Obtained all contracting with medical groups and insurers. Provided efficient management of the office schedule. Assured that all patients were seen promptly and that all patient care needs were optimally met. Obtained all office leases and ordered all supplies.

HOSPITAL MEMBERSHIP
(Current membership in bold)

- **Alvarado Hospital Medical Center**
- **Palomar Medical Center**
- **Sharp Memorial Hospital**
- **Tri City Medical Center**
- Paradise Valley Hospital
- Pomerado Hospital
- **Scripps Mercy Hospital & Medical Center**
- Scripps Chula Vista Medical Center
- Scripps Memorial Hospital of La Jolla
- **Sharp Memorial Hospital of Chula Vista**
- **Sharp Grossmont Medical Center**

EMPLOYMENT

DIGNITY HEALTH

Chief Medical Officer

Sierra Nevada Memorial Hospital

August 2017 – present: Grass Valley, California

JEFFREY M. ROSENBERG, MD, INC.

Cardiovascular and Thoracic Surgery

2006 - 2017: San Diego, California

Solo practitioner in this S Corporation. Provided surgical care primarily at Palomar Medical Center. Operated a medical practice and provided emergency cardiothoracic surgical coverage. Held multiple elected medical staff leadership positions including Chief of Staff, Chief of Staff Elect, Chairman of Surgery, and Chairman of the Multi-Specialty Peer Review Committee. Obtained MBA concomitantly while maintaining clinical and leadership responsibilities.

JEFFREY M. ROSENBERG, MD – SOLE PROPRIETOR

Cardiovascular and Thoracic Surgery

1995 - 2006: San Diego, California

Solo practitioner in sole proprietorship. Provided surgical care at multiple hospitals in the greater San Diego County Region. Operated a medical practice and provided emergency cardiothoracic surgical coverage. Chief of Surgery at Sharp Chula Vista Medical center. Extensive community and professional involvement with the American Heart Association, the San Diego Chapter of the American College of Surgeons, the San Diego County Medical Society, and the California Medical Association.

CARDIOTHORACIC SURGEONS OF SAN DIEGO

Cardiovascular and Thoracic Surgery

1992 – 1995: San Diego, California

Employee of Cardiothoracic Surgeons of San Diego, a three surgeon group. Provided surgical care at multiple hospitals in the greater San Diego County Region. Extensive community and professional involvement with the American Heart Association, the San Diego Chapter of the American College of Surgeons, the San Diego County Medical Society, and the California Medical Association.

EDUCATION

POST GRADUATE

Cardiopulmonary Surgery Fellow

State University of New York Health Sciences Center
Syracuse, New York

Cardiovascular Surgery Fellow

Kaiser Permanente Foundation Hospital
San Francisco, California

General Surgery Resident

Kaiser Permanente Foundation Hospital
Oakland, California

General Surgery Resident

Harbor/UCLA Medical Center
Torrance, California

GRADUATE

Doctor of Medicine

University of Southern California
Los Angeles, California

- Assistant Editor School Yearbook: Fundraising chair. Consulted on yearbook format and content.

Masters of Business Administration (Health Care Emphasis)

Forbes School of Business

Ashford University
San Diego, California

UNDERGRADUATE

Bachelor of Science Degree (Biology Major)

University of Southern California
Los Angeles, California

- Sigma Xi Research Award: Designed and conducted DNA sequencing with electrophoresis in an agar medium. Presented the results of the research at the annual award presentation dinner.
- Counseling Services Certificate of Recognition: Awarded for participation with the Student Health Advisory Board. Served as President of the Student Health Advisory Board.
- Senior Recognition Award: Awarded for outstanding academic achievement and for service to the student community of the University of Southern California.
- President of the Student Health Center Advisory Board: Represented the Board at the National annual meeting in Washington, D.C.
- Alpha Epsilon Delta Pre-Medical Honor Society: Maintained the academic and service requirements necessary to be a member of the Society.
- Instructor of CPR: Taught CPR on campus to students and faculty.

University of California
Berkeley, California

PROFESSIONAL ASSOCIATIONS

California Medical Association
Fellow American College of Surgeons
San Diego County Chapter of the American College of Surgeons
San Diego County Medical Society
Society of Thoracic Surgeons
Western Thoracic Surgical Association

PUBLICATIONS

“Cervicothoracic Vascular Injuries: Presentation, Management, and Outcome”, Gray C. Clark, MD, Robert L. Lim, MD, Jeffrey M. Rosenberg, MD, The American Surgeon, Volume 57, September 1991, pp. 582-87.

“Efficacy of Prophylaxis in Preventing Wound Infection After Mastectomy”, Rashmi Sharma, MD, Steven Webster, MD, Howard Barman, PhD, Jeffrey M. Rosenberg, MD, William Pao Chueng, MD, Kaiser Permanente Medical Center, Oakland and Hayward California, In Publication

BOARD CERTIFICATION

Diplomate of the National Board of Medical Examiners
Diplomate of the American Board of Surgery
Diplomate of the American Board of Thoracic Surgery

December 31, 2024

MEDICAL LICENSE

California 1984: Active Status
New York 1990: Inactive Status

PERMITS

California Fluoroscopy X-Ray Supervisor and Operator

CERTIFICATION

American Heart Association

Basic Life Support
Advanced Cardiac Life Support