

# **Curriculum Vitae**

**ROBERT L. SEIDMAN**

## **Personal Information**

Date of Birth: July 8, 1952

Address: Graduate School of Public Health  
San Diego State University  
San Diego, CA 92182

Phone: voice: (619) 594-8940  
fax: (619) 594-0351

E-mail: rseidman@mail.sdsu.edu

## **Education**

Postdoctoral Fellowship	School of Hygiene and Public Health The Johns Hopkins University 1984-1986
Ph.D. (Economics)	The Johns Hopkins University, 1983.
M.A. (Economics)	The Johns Hopkins University, 1977.
B.A. (Economics)	San Diego State University, 1974.

## **Teaching and Research Interests**

Health Economics  
Public Health Practice and Workforce Development  
Integration and Utilization of Physical and Behavioral Health Services for Indigent Populations  
Evaluation and Diffusion of Health Information Technology  
Distance Learning for Academic and Continuing Education Programs  
Cost-Effectiveness Analysis of Health Programs  
Hospital Reimbursement, Performance, and Uncompensated Care

*Robert L. Seidman*

## **Professional Experience**

2006-present	Head Division of Health Management and Policy (formerly Health Services Administration) Graduate School of Public Health San Diego State University
2005-2007	Associate Director Graduate School of Public Health San Diego State University
2003–Present	Deputy Director Institute for Public Health Graduate School of Public Health San Diego State University
1990-Present	Associate Professor Graduate School of Public Health San Diego State University
1994-2001	Director Health Data Program Graduate School of Public Health San Diego State University
1993-1994	Visiting Research Fellow Centre for Health Economics University of York York, England
1984-1986	NIH Postdoctoral Fellowship School of Hygiene and Public Health The Johns Hopkins University
1981-1990	Assistant Professor Graduate School of Public Health San Diego State University
1979-1981	Economist Office of Research, Demonstrations, and Statistics Health Care Financing Administration U.S. Department of Health and Human Services

**Robert L. Seidman**

### **Awards and Fellowships**

Alumni Association Distinguished Faculty Award, College of Health and Human Services, San Diego State University, 1998.

Golden Apple Award for Most Outstanding Professor, Graduate School of Public Health, San Diego State University: 1988, 1989, 1992, 1996, 1997, 2004, 2012.

Academic Scholar, Public Health Leadership Institute (PHLI), 1996-1997.

NIH Postdoctoral Research Fellowship, 1984-1986.

### **Membership in Professional Associations**

AcademyHealth

American Public Health Association (APHA)

International Health Economics Association (iHEA)

American College of Health Care Executives (ACHE)

### **Publications**

Baek JD, Sudha X, Stoskopf C, **Seidman R**. Physician-targeted financial incentives and primary care physicians' self-reported ability to provide high quality primary care. *J Primary Care Comm Hlth* (forthcoming).

Goel A, Castillo E, **Seidman R**. San Diego Beacon Community Update. *San Diego Physician Magazine* 2011; 98 (5): 10-11.

Sweeney N, Saarmann L, Flagg J, and **Seidman R**. The keys to successful online continuing education programs for nurses. *J Contin Educ Nursing* 2008; 39: 34-41.

Sweeney N, Saarmann L, **Seidman R**, Flagg J. The design, marketing, and implementation of online continuing education about computers and nursing informatics. *Computers, Informatics, Nursing* 2006; 24: 269-277.

Linton LS, Peddecord KM, **Seidman RL**, Edwards C, Ross S, Gustafson K, Averhoff F, Fishbein DB. Implementing a seventh grade vaccination law: school factors associated with completion of required immunizations. *Preventive Medicine* 2003; 36: 510-517.

Williams SJ, Drew JA, Wright BL, **Seidman RL**, McGann ME, Boulton T. Health promotion workshops for seniors: Predictors of attendance and behavioral outcomes. *Journal of Health Education* 1998; 29: 166-173.

**Robert L. Seidman**

**Seidman RL.** Economic burden of uncompensated hospital care in California. Final Report, Faculty Fellows Program, The California State University, 1998.

Gunn RA, Rolfs RT, Greenspan JR, **Seidman RL**, Wasserheit JN. The changing paradigm of sexually transmitted disease control in the era of managed health care. *JAMA* 1998; 279: 680-684.

**Seidman RL.** Analysis of hospital length of stay by mastectomy patients in California. Final Report, Faculty Fellows Program, The California State University, 1997.

Williams SJ, Elder JP, **Seidman RL**, Mayer JA. Preventive services in a Medicare managed care environment. *Journal of Community Health* 1997; 22(6): 417-434.

**Seidman RL**, Norlin SL. County variation in utilization and expenditures on indigent patients in California. Final Report, Faculty Fellows Program, The California State University, 1996.

**Seidman RL.** Health Care Economics. Chapter 7 in Nursing Management: Principles and Practices. C. Loveridge and S. Cummings (Editors), Aspen Press, 1996, pages 223-259.

Williams SJ, **Seidman RL**, Drew JA, Wright BL, Elder JP, McGann ME. Identifying depressive symptoms among elderly Medicare HMO enrollees. *HMO Practice* 1995; 9(4): 168-173.

**Seidman RL**, Pollack SB. Variation and trends in hospital deductions from revenue: recent evidence and policy implications. *Hospital Topics* 1992; 69: 19-26.

Russell TM, **Seidman RL**, Williams SJ. Use of PT registries. *Clinical Management in Physical Therapy* 1991; 10: 18-23.

**Seidman RL**, Williams SJ, Mortensen LM. Assessing the economic impact of AIDS in local communities: current and projected costs in San Diego County. *Western Journal of Medicine* 1989; 151: 467-471.

Elder JP, Stern RA, Anderson M, Hovell MF, Molgaard CA, **Seidman RL.** Contingency-based strategies for preventing alcohol, drug, and tobacco use: missing or unwanted components of adolescent health promotion? *Education and Treatment of Children* 1987; 10: 33-47.

**Seidman RL**, Frank RG. Hospital responses to incentives in alternative reimbursement systems. *Journal of Behavioral Economics* 1985; 14 (Suppl): 155-180.

Salkever DS, Curcio LM, Jones AS, **Seidman RL.** Analysis and scaling of self-reported health status measures: application of least squares method for ordered discrete responses. Proceedings of the Public Health Conference on Records and Statistics, National Center for Health Statistics, 1984, 384-389.

**Robert L. Seidman**

**Seidman RL.** Illness uncertainty and the demand for preventive medical care in a no-insurance world. Working Paper No. OR-17, Health Care Financing Administration, U.S. Department of Health and Human Services, April 1981.

Salkever DS, **Seidman RL.** Commentary: On viewing the medical sector as a market. *Journal of Health Politics, Policy, and Law* 1978; 3: 361-363.

### **Selected Professional Presentations (last 15 years)**

**Seidman RL,** Oxendine J, Flores RC, Shoaf K, Bliss JC. Increasing graduate public health education by underrepresented groups: Evidence from California. Presented at the American Public Health Association meetings, San Diego, CA, October 2008.

Shoaf K, Flores JC, **Seidman RL,** Oxendine J, Bliss JC, Yontz V. Improving the public health workforce in California, Hawaii, Utah, and Nevada: Training initiatives of the Pacific Public Health Training Center (PPHTC). Presented at the American Public Health Association meetings, San Diego, CA, October 2008.

Sakaguchi A, Sturgis K, **Seidman RL.** Emergency preparedness online training for first responders: The Pacific EMPRINTS Project. Presented at the Ed Media conference, Vienna, Austria, July 2008.

**Seidman RL,** Wolf JC, Castillo EM. San Diego public health outreach project: Educating high school students about public health careers. Presented at the American Public Health Association meetings, Boston, MA, November 2006.

**Seidman RL,** Wolf JC, Benroth R. California Children's Services: Evaluation of cost variation by payment group. Presented at the American Public Health Association meetings, Boston, MA, November 2006.

Castillo EM, D'arco C, Lefkarites B, Sturgis KN, **Seidman RL.** Disseminating information through an online resource center. Presented at the American Public Health Association meetings, Boston, MA, November 2006.

**Seidman RL.** San Diego Public Health Practice Collaborative. Presented at the American Public Health Association meetings, Washington, DC, November 2004.

**Seidman RL,** Casken J, Chickering K, Dyjack D, Oxendine J, Prelip M. Online training for public health professionals. Presented at the Ed-Media 2004 conference, Lugano, Switzerland, June 2004.

***Robert L. Seidman***

Flagg J, Saarmann L, Sweeney N, **Seidman R**. Web-based training in nursing informatics for practicing nurses. Presented at the 8<sup>th</sup> International Congress in Nursing Informatics, Rio de Janeiro, Brazil, June 2003.

**Seidman RL**, Peddecord KM. Teaching data analysis using thin client technology for remote access. Presented at the Ed-Media 2000 conference, Montreal, Canada, June 2000.

**Seidman RL**, Covin JC. A program for training nontraditional students in health data analysis and information management. Presented at the American Public Health Association meetings, Chicago, IL, November 1999.

Anderson PA, **Seidman RL**. Knowledge of computer systems and data analysis skills by local health department staff in California. Presented at the American Public Health Association meetings, Chicago, IL, November 1999.

**Seidman RL**. Improving data skills of the health workforce through web-based distance education. Presented at the International Council of Open and Distance Learning conference, Vienna, Austria, June 1999; full paper published in Proceedings on CD-ROM.

**Seidman RL**. Improving data analysis skills of local health department staff through distance learning. Presented at the American Public Health Association meetings, Washington, DC, November 1998.

**Seidman RL**. Trends and determinants of mastectomy length of stay in California. Presented at the American Public Health Association meetings, Washington, DC, November 1998.

**Seidman RL**, Hon S, Pascual E, Pierce J, Jimenez R. Development and implementation of an electronic on-line provider directory for Medicaid enrollment. Presented at the American Public Health Association meetings, Washington, DC, November 1998.

**Selected Funded Grant Research (last 15 years)**

Principal Investigator, "California-Nevada Public Health Training Center," Health Resources and Services Administration, U.S. Department of Health and Human Services, September 2010 – August 2015.

Co-Investigator, "San Diego Beacon Community," Office of the National Coordinator (ONC), April 2010 – March 2013.

Co-Investigator, "Pacific Public Health Training Center," Health Resources and Services Administration, U.S. Department of Health and Human Services, October 2000 – September 2010.

***Robert L. Seidman***

Principal Investigator, “Pacific Emergency Management, Preparedness and Response Network and Training System (EMPRINTS),” Research Corporation of the University of Hawaii, January 2006 – January 2009.

Principal Investigator, “Evaluation of Expenditures by CCS Beneficiaries,” California Department of Health and Human Services, Children’s Medical Services Branch, July 2005 – December 2006.

Principal Investigator, “Developing a San Diego Academic Health Department,” Association of Schools of Public Health/CDC, November 2003 - October 2004.

Principal Investigator, “National Resource Center for SafeAging,” Centers for Disease Control and Prevention (CDC), October 2003 – February 2007.

Co-Principal Investigator, “Center for Health Professions Education and Training,” California Department of Health Services, October 2003 – June 2007.

Co-Investigator, “Web-based informatics for practicing nurses,” Health Resources and Services Administration, U.S. Department of Health and Human Services, July 2001 – June 2004.

Co-Investigator, “Cancer Detection Section Clinical Services Quality Assurance Project,” California Department of Health Services, June 1999-June 2004.

Co-Investigator, TeenHealth Project: Comparison of Adolescent Vaccination in School and Provider Offices, CDC/ASPH, November 1997 – September 2001.

Principal Investigator, “University-community partnership to improve data analysis and decision making skills of public health professionals through distance learning.” Bureau of Health Professions, Health Resources and Services Administration, U.S. Department of Health and Human Services, July 1997 - June 2002.

Principal Investigator and Director, “SDSU Defense Conversion Program in Health Data and Information Management, Department of Defense, October 1994-December 2001.

Co-Investigator, “Preventive health services for Medicare beneficiaries: San Diego demonstration project.” Health Care Financing Administration, May 1988-April 1994.