

CREATIVE MEDICAL MARKETING

Cynthia (Cindi) J. Witker – Professional Biography

The Toledo Hospital an 800 bed hospital

- Participated in the first Critical Care Assistant program to work in the new Open Heart Recovery Unit (previously staffed only by registered nurses, my degree is in Psychology)
- Co-manager (with a registered nurse) of three Intensive Care Units consisting of the Post Anesthesia Care Unit (a general surgery recovery room), Cardiac Intensive Care (post open-heart surgery), and a Surgical Intensive Care Unit and the Surgery Dept. I was the only non-nurse manager that was on administrative call to cover nights/weekend/holidays
- Part of the team for the build-out and set-up for the first free standing Lithotripsy Center in the USA
- Also responsible for the build-out and renovation of six hospital units including ICU's, Recovery Rooms, and Waiting Rooms for families

Laser Centers of America/Lasik Plus

- Participated in the build-out of the office and set-up
- Recruited physicians for credentialing of Photo Refractive Keratectomy (PRK)/Lasik before it was approved by the FDA
- Educated physicians, staff and the general public with in-services and seminars on PRK and Lasik,
- Certified as a laser technician on the Summit Laser, assisted with PRK and Lasik procedures
- Marketing of PRK and Lasik to the public including successful negotiations of contracts with major corporations (such as Honda and the Ohio State Highway Patrol for the entire state of Ohio, Toledo Police and Firemen)

VeinSolutions

- Responsible for the build-out and set-up of the facility
- Manager of the practice which included a cosmetic practice VeinSolutions-(the first franchise in the country), the vascular medical practice (Vascular Services of Ohio, an eleven physician vascular surgery practice), and the vascular testing lab
- All marketing/strategic planning/promotions to the general public and physician recruitment (visited 200 physician offices) marketing for referrals
- Assisted physicians during procedures such as sclerotherapy and PhotoDerm Light therapy, a laser treatment for spider veins