

# CURRICULUM VITAE

Helen B. Gelly, MD, FACEP, FCCWS, ABPM/UHM  
1341 Canton Road, Suite A  
Marietta, GA 30066  
(770) 422-0517

## PRESENT POSITION:

Medical Director  
Hyperbaric Physicians of Georgia  
Marietta, Georgia  
September 1993 – present

Medical Director  
Hyperbaric Medicine and Wound Care Center  
Saint Joseph's Hospital of Atlanta  
May 2002 – July 2007

Medical Director/Owner  
Hyperbaric Medicine @ Saint Joseph's  
July 2007 – present  
Cobb Hyperbaric Medicine (Owner)  
September 1993- September 2007

Assistant Medical Director  
Hyperbaric Medicine  
Crawford Long Hospital of Emory University  
July 1998 - present  
Attending Physician, Hyperbaric Medicine  
Crawford Long Hospital of Emory University  
October 1991 – current

## HOSPITAL AFFILIATIONS:

Emory Midtown, Atlanta, GA  
Specialty Select, Atlanta GA  
Emory University Hospital, Atlanta, GA  
Wellstar Kennestone Hospital, Marietta, GA  
Wellstar Cobb Hospital, Austell, GA  
St. Joseph's Hospital, Atlanta, GA

## LICENSURE:

Georgia, 1982

## CERTIFICATIONS:

American Board of Emergency Medicine  
Board Certified 1991  
Board recertified 2000  
American Board of Hyperbaric Medicine  
1997  
Fellow:  
American College of Emergency Physicians  
1992  
American College of Hyperbaric Medicine  
2001  
College of Certified Wound Specialists  
2005  
BLS current 2006

ACLS current certified 1999 – 2006, past instructor  
ATLS past instructor/certified

American Academy of Wound Management, Certified  
Wound Specialist, 1999 – current

**Charter Member** selected February 2005 ( 1 out of 76  
nationally)

**Fellow of College of Certified Wound Specialist 2006**

**American Board of Preventive Medicine**

**Subspecialty Certificate in Undersea and Hyperbaric  
Medicine** January 15, 2000 –January 31, 2010

RECERTIFIED: January 31, 2010-January 31, 2020

PROFESSIONAL SOCIETIES:

American College of Emergency Physicians  
Hyperbaric Section

Georgia College of Emergency Physicians

American Medical Association

Undersea and Hyperbaric Medicine Society

Association for the Advancement of WOUND CARE

American Academy of Wound Management

Wound Healing Society

Hyperbaric Oxygen Therapy Association, Past Treasurer

HONORS:

Charles Schilling Award for Contributions to the Advancement  
of Clinical Hyperbaric Medicine, Oct 2003

Gulf Coast Chapter UHMS “Special Services Award” Sept 2007

Guide to America’s Top Physicians, Consumer’s Research

Council of America, 2005; 2006

Wound Experts Blog in Today’s Wound Clinic Magazine 2009

PUBLICATIONS:

Slovis, CM, Bachvarov, HL: Heated Inhalation  
Treatment of Hypothermia, Am J Emerg Med  
1984;2:533

Gelly, HB: Development of a Freestanding Hyperbaric Unit  
Fulfilling a Local Need, Undersea & Hyperbaric Medicine  
1998; 25:50 (abstract)

Gelly, HB., et. al.: Impact of On-Site Physician  
Presence in a Hospital-based Monoplace Hyperbaric Unit,  
Undersea & Hyperbaric Medicine 1999; 26:34 (abstract)

Yonkosky, R., Gelly, H, et.al.: Allograft (Apligraf) Closure of  
a hyperbarically prepared irradiated Wound Bed in a Cancer  
Patient Undergoing Taxol Chemotherapy: Undersea &  
Hyperbaric Medicine, Gulf Coast Chapter Meeting October  
2001 (abstract)

Beless, DJ, Gelly, HB, et.al.: Effects of Living Skin  
Equivalent on Calciphylaxis-Induced Skin Necrosis  
Wounds-Case Studies, WOUNDS 2001;13(4):165-170

# Michael Jay White, MD, UHM

## Address

1812 Johnstone St.  
Newberry, SC 29108  
Phone: (H) 803-405-1711, (C) 803-924-0898  
E-mail: mklwhite@juno.com

## Licensure and Certifications

Fully licensed in the State of South Carolina  
Board Certification in Family Medicine, June 2002, Recertified 2009  
Board Certification in Undersea and Hyperbaric Medicine (ABPM), October 2010  
Certified Wound Specialist, April 2010 (American Academy of Wound Management)

## Work Experience

Chief Medical Officer  
Universal Medical Management  
2009 – Present  
*(Provide recommendations on medical policies, assist with business development and marketing of new and existing wound care and hyperbaric medicine programs)*

Medical Director  
Newberry County Memorial Hospital Wound Care & Hyperbaric Medicine Center,  
Newberry, SC  
March 2009 - Present  
*(Assisted in planning and start-up of new comprehensive wound center, provide advanced wound care and hyperbaric services to patients referred to the wound center, provide leadership to the physicians and staff at the center, marketing, peer review)*

Physician  
Newberry County Memorial Hospital Emergency Department Fast Track, Newberry, SC  
February 2009 - Present  
*(Urgent Care)*

Medical Director  
Southern Health Partners/Aiken County Detention Center, Aiken, SC  
July 2008 - Present  
*(Assist on-site nurse with protocol implementation and cost containment measures, provide medical care to patients in a correctional setting)*

Medical Director  
Southern Health Partners/Newberry County Detention Center, Newberry, SC  
June 2007 - Present  
*(Assist on-site nurse with protocol implementation and cost containment measures, provide medical care to patients in a correctional setting)*

Panel Physician  
Upstate Wound Healing Center, Laurens, SC  
September 2006 - Present  
*(Provide advanced wound care and hyperbaric medicine services to patients referred to*

*the wound center)*

Physician

Newberry / Little Mountain Family Health Center, Newberry, SC and Little Mountain, SC  
July 2002 - December 2008

*(Started successful satellite family medicine office, had day to day operational responsibilities of the satellite office, implemented community outreach and marketing initiatives, provided medical care to patients of all ages in multiple settings including in-patient, out-patient, long-term care facilities, collegiate and high school sports medicine, and occupational medicine)*

Bench Chemist

Whitehall-Robbins Analytical Research and Development, Richmond, VA  
May 1994 - August 1995

*(Performed packaged product stability testing on a variety of pharmaceutical products)*

### **Postgraduate Training**

Florida Hospital Family Practice Residency Program  
Orlando, FL  
July 1999 - June 2002

### **Education**

Tulane University, New Orleans, LA  
MMM (American College of Physician Executives Track),  
January 2008 - May 2009

Marshall University School of Medicine, Huntington, WV  
MD, August 1995 - May 1999

Virginia Commonwealth University, Richmond, VA  
BS (Chemistry), August 1992 - May 1994

Bluefield College, Bluefield, VA  
August 1990 - July 1992

### **Professional Society Memberships**

Undersea and Hyperbaric Medical Society  
American College of Physician Executives  
American Academy of Family Physicians  
South Carolina Medical Association  
South Carolina Academy of Family Physicians  
American Medical Association

### **Professional Experience and Skills**

Chief of Staff, Newberry County Memorial Hospital, 2008  
*(Planned Hospital Board/Medical Staff Retreat around the Hardwiring Excellence Pillars, improved communication between hospital board, administration and medical staff, assisted medical staff with Pay-for-Call and mediated OR scheduling conflict)*

Vice-Chief of Staff, NCMH, 2007

*(Participated in Taking Your Organization to the Next Level / Hardwiring Excellence training)*

Medical Staff Executive Committee, NCMH, 2005 - 2009

Physician Recruitment Committee, NCMH, 2007 - Present  
*(Assisted in physician recruitment efforts via committee and personally)*

Physician Satisfaction Committee, NCMH, 2007, 2008  
*(Decreased ED to floor wait times, implemented physician preference cards)*

Physician Champion, Computerized Physician Order Entry, NCMH, 2007  
*(Early Adopter and beta testing of CPOE)*

Chief of Medicine Service, NCMH, 2005, 2006  
*(Peer Review, Credentialing review)*

Chief Resident, Florida Hospital Family Practice Residency Program, 2001 - 2002  
*(Started program to train PGY-1 residents in "code" situations via electronic simulations, revamped and streamlined incoming resident interview process)*

Electronic Medical Records  
*(Early adopter of EMRs, have experience with multiple institutional and commercial EMRs such as EpicCare, Practice Partner, Meditech, EMDs, and T-SystemEV)*

Volunteer Physician, Third-year Family Medicine Clerkship for the  
Medical University of South Carolina and University of South Carolina, 2002 - 2008  
*(Taught medical students as part of a rural third-year Family Medicine clerkship)*

### **Presentations**

Management of Venous Leg Ulcers  
Marshall University School of Medicine  
Department of Family Medicine Grand Rounds  
December 10, 2009

Late Effects of Radiation to Normal Tissue  
Laurens County Parish Nurses Association  
Upstate Wound Healing Center  
April 23, 2009

### **Extracurricular Activities**

Chapin Baptist Church, Member  
Newberry Free Medical Clinic, Volunteer Physician  
Short-term medical mission volunteer to Honduras (2001) and Haiti (2007, 2007, 2008, 2010)

### **References**

Available upon request

**JOHN S. PETERS**  
12900 Calais Circle  
Palm Beach Gardens, FL 33410  
P561-622-1468 / C561-271-3276  
[JPeters@WoundEducationPartners.com](mailto:JPeters@WoundEducationPartners.com)

## **PROFESSIONAL EXPERIENCE**

**American Baromedical Corporation &  
Best Publishing Company, Palm Beach, FL** **1/2010 to present**

### **Executive Vice President**

Reporting to the President of American Baromedical the EVP oversees the operations and development of the organization as full service wound care management firm. In addition, manage the organization Best Publishing Company. The position also fills the position of Managing Editor of the Company's industry publication the Wound Care and Hyperbaric Magazine. The position's direct reports include the Director of Operations, Managing Editor of BPC, the Chief Financial Officer and Company Medical Advisory Board.

**Peters Educational Group, LLC** **10/2008 to present**

### **Managing Director**

Peters Educational Group, LLC, also doing business as Wound Care Education Partners is a Florida based company and a licensed professional CE provider. Peters Educational Group, LLC is a group of specialized educators focused on providing high quality and meaningful healthcare educational programs live and online to medical facilities and clinics, home healthcare agencies and individuals.

**Diversified Clinical Services** **1998 to 10/2008**

**Regional / Area Vice President, Florida, USA** **2/2000 to 10/2008**

An officer with the nation's largest wound care firm with overall responsibility for all activities within the assigned region. Serves as a corporate manager, contract administrator and overall liaison between the Regional Nursing Officer, Regional Director of Community Education, Regional Medical Director and the Program Directors (PD) overseeing local operations of outpatient business units and Diversified Clinical Services (DCS) Corporate Headquarters, partner hospitals and department physicians for all operational elements related to contracted centers within an assigned region. Directly reports to the Executive Vice President of Operations for Diversified Clinical Services. Collaborates with Development and Acquisitions team in generating leads and new hospital accounts. Coordinates activities during all phases of start up and development at a new hospital location. Travel, at the rate of 50-60% is typically associated with this position.

- Responsible for aggregate ambulatory outpatient hospital (14 programs) adjusted net revenue of ~\$6 million on greater than \$24 million in gross revenues through 8/2008.
- Regional contracted EBITDA for Diversified Clinical Services of \$1.1 million EBITDA on top line revenue of \$3.2 million through 8/2008 or 116% of budget.
- Responsible for aggregate ambulatory outpatient hospital (24 programs) adjusted net revenue of ~\$19 million on greater than \$75 million in gross revenues in 2007.
- Regional contracted EBITDA for Diversified Clinical Services of \$2.5 million EBITDA in FY07 on top line revenue of \$10.1 million.

- Overall FTE count though 8/2008 ~75.
- Overall FTE count in 2007 – 158.
- Participating staff physicians for 2007 – 119.
- New patient volume ~4,200 or 101% of budgeted volume through 8/2008.
- 2007 new patient volume ~10,300.
- Area volumes for hyperbaric medicine were ~9,700 or 103% of budget through 8/2008.
- 2007 regional volumes for hyperbaric medicine were ~29,000.
- Area volumes for patient encounters were ~38,000 or 104% of budget through 8/2008.
- 2007 volumes for wound care procedures, surgical procedures and office visits were ~168,000.
- Regional growth has increased from four programs in 2001 to twenty-nine programs in 2006.
- Restructured hospital departments many times over, including in 2002 resulting in a \$1.3 million turnaround.
- Reorganized thirteen of the twenty nine outpatient departments, either facility-owned or previously outsourced to other management firms.
- Successfully recruited physicians from a variety of specialties to practice wound care & hyperbaric medicine.
- Ability to analyze areas of inefficiency and boost productivity, in new and existing service lines, through development and implementation of key success factors in operations management. These factors include proper physician recruitment, transition of leadership, benchmarking of national standards, and motivating the hospital partner by demonstrating the lost opportunities in not participating in driving the program.
- Developed and integrated pathways to drive down AR days by establishing feedback loops with the HIM and finance departments.

### **Wound Care and Hyperbaric Medicine Operations Manager**

1998-2001

Provided operations management for a, high-volume, \$3.3 million net revenue department for Boca Raton Community Hospital.

- Ensured budgetary compliance for both client and Contractor.
- Contract facilitator for Hospital and Contractor.
- Provided trend analysis using accepted forecasting techniques, established capacity utilization plans, ensured quality assurance initiatives, and created marketing plans for business development.
- Managed SBU business office functions including patient financial accounting including reimbursement analysis, medical records staff and coders in a two-department area including Pain Management and The Center for Wound Care and Hyperbaric Medicine.

### **HCA Tallahassee Community Hospital**

**1991-1998**

#### **Senior Certified Hyperbaric Technologist and Wound Care Specialist** 1992-1998

- Developed marketing tools for the hyperbaric service including publications, slide presentations, and story-board development.
- Authored clinical / technical policies and procedures and quality assurance initiatives for the service.
- Published medical research in the Journal of Hyperbaric Medicine and development of department newsletter.
- Assisted in ensuring and maintaining medical / legal compliance.
- Provided direct clinical care in the multi-lock/person hyperbaric environment; performed 900 logged hyperbaric dives with patients of all levels of acuity and to depths of 5 ATA.
- Emergency Medical Technician (EMT) working both in the hyperbaric suite and the ED.

## **Business Office / ER Admissions Weekend Supervisor**

1991-1992

- Responsible for ED intake and weekend call for ER BO (120 beds)
- Responsible for bed control after normal business hours
- Responsible for collections compliance, P&P compliance, and smooth relationship with all departments interacting with the ER BO

## **EDUCATION**

MBA - Management w/ Distinction      New York Institute of Technology, NY      2000

BS - Biology/Chemistry      Florida State University, Tallahassee, FL      1998

## **PROFESSIONAL CERTIFICATIONS**

Board Certified Healthcare Executive

## **PROFESSIONAL COMMISSIONS**

Notary Public – State of Florida

## **PROFESSIONAL MEMBERSHIPS**

Member of the Undersea and Hyperbaric Medical Society 1993-2003; 2009-11  
Fellow of the American College of Healthcare Executives, ACHE 2007  
Diplomate of the American College of Healthcare Executives, ACHE 2003  
Member of the American College of Healthcare Executives, ACHE 2001

## **BOARD POSITIONS**

Director – Treasure Coast Healthcare Executive Network – ACHE Chapter 2010-2011  
President Elect – Treasure Coast Healthcare Executive Network – ACHE Chapter 2012-2013

## **PUBLISHED**

Williams JL, Brooks HL, Steinmetz RL, Peters JS, Sunbye, SD. Central Retinal Artery Occlusion – A continuing look at hyperbaric oxygen therapy as a treatment for this vascular event. Journal of Hyperbaric Medicine, Undersea Hyperbaric Medical Society, Kensington, MD. Supplement to Vol 22, p79. 1995 Undersea and Hyperbaric Medical Society's Annual Scientific Meeting Palm Beach, FL. Poster Board Presentation.

Williams JL, Brooks HL, Steinmetz RL, Peters JS, Sunbye, SD. Central Retinal Artery Occlusion – A continuing look at hyperbaric oxygen therapy as a treatment for this vascular event. Reprint: Wound Care & Hyperbaric Medicine. Vol 1 Issue 3, 2010:

Peters, JS. Make or Buy? A Critical Look at Insourcing and Outsourcing. Wound Care & Hyperbaric Magazine Q1 2010; 1(1):19-26.



**Nautilus Health Care Group**

President / Medical Director  
Wound Care and Hyperbaric physician management  
Hospital-based wound center management  
Community outreach wound care and dermatology services  
Healthcare provider education and training

**Wound Systems, LLC**

Medical Director  
Advanced support surface technology  
Wound Care data and outcome tracking

**Senior Living Foundation, Inc.**

Member, Board of Directors

**Save A Leg / Save A Life Foundation**

Founding Gulf Coast Chapter President

**Florida Senior Clinician's Council**

**St. Joseph's Hospital Wound and Hyperbaric Medicine Unit**

Medical Director, Wound Care and Hyperbaric Program  
Diving and Hyperbaric Medicine physician, Wound Care specialist

**Bayfront Medical Center**

Medical Director, Wound Care and Hyperbaric Center  
Wound Care specialist and supervising Hyperbaric physician  
Associate Faculty Member, Family Practice Residency 2001-present  
Sports Medicine Fellow 1999-2000  
Chief Resident, Family Practice Residency 1998-1999  
Member, Family Practice Department Committee  
Member, Emergency Medicine Physician Improvement Team  
Member, Medical Education Committee  
Member, Medical Records Committee  
Member, Infection Control Committee  
Member, Code Blue Committee  
Member, Sickle Cell Research/Quality Improvement Team  
Team Physician, Northeast High School, St. Petersburg, FL

**St. Petersburg General Hospital Wound Care Center**

Wound Care specialist

**Divers Alert Network**

Physician Consultant

**Wound Clinic Journal**

Founding Editorial Board Member

**Indiana University School Of Medicine**

American Medical Association – Medical Student Section  
Indiana University Delegate (Voting Participant) – Interim and Annual Meetings 1992-1995  
Assisted in Testimony Writing (1993)  
Reference Committee (1994)  
Credentials Committee (1993)  
Chairman, AMA-MSS Outreach Program – IUSM Regional Campus (1993)  
Indiana State Medical Association – Medical Student Section  
Sports Medicine Committee (1993)  
Physician Drug and Alcohol Awareness Program (1994)  
American Academy of Family Physicians Annual Meeting of NCFPR/NCSM (1995)  
Volunteer, Riley Hospital for Children Cancer Center (1995)  
Founder, Student-to-Student Education Program – IUSM Regional Campus (1993)  
Student Liaison for Administrative Affairs – IUSM Regional Campus (1993)  
Big Brothers/Big Sisters Medical Student Support Program (1994-1996)  
Hospital Medical Education Program (1993)

**Academic Appointments:**

**3/87-6/89** - Clinical Assistant Professor, Department of Surgery, West Virginia University School of Medicine, Morgantown, WV

**3/84-3/87** - Assistant Clinical Professor, Department of Emergency Medicine, Wright-State University School of Medicine, Dayton, OH

**Specialty Certification:**

Diplomate, American Professional Wound Care Association

Diplomate, American Board of Emergency Medicine,  
Subspecialty of Undersea & Hyperbaric Medicine (001436)

Diplomate, American Academy of Wound Management (0432)

Founding Diplomate, American Board of Hyperbaric Medicine (007)

Diplomate, American Board of Emergency Medicine (830215)

Diplomate, National Board of Examiners for Osteopathic Physicians and Surgeons (7237)

**Honors & Awards:**

Biographee, Who's Who in Health and Medical Services (1992)

Fellow, American College of Emergency Physicians (1984-present)

Fellow, American Academy of Emergency Medicine (1994 - present)

Founding Fellow, American College of Hyperbaric Medicine (1997- present)

Fellow, College of Certified Wound Specialists (2005- present)

Fellow, American Professional Wound Care Association (2008-present)

Air Force Commendation Medal (1986)

Biographee, Dictionary of International Biography (1991)

Biographee, Who's Who in California (1983)

Jefferson C. Davis Memorial Award for Clinical Excellence in Hyperbaric Medicine 1999 and 2009, Gulf Coast Chapter-Undersea & Hyperbaric Medical Society (**only physician in society to receive the award twice**)

**Exam writing committee for APWCA and American Osteopathic Board of Occupational Medicine Certificate of Added Qualifications in Undersea and Hyperbaric Medicine**

***Publications and Presentations available upon request.***