



RICHARD SMITH

Lead Consultant



BusinessCare for HealthCare™

RICHARD SMITH SUMMARY

- Global Communications
- Product Branding
- Brand Identity
- Strategy

At work on both Madison Avenue *and* Medicine Avenue, Richard Smith offers corporate experience with advertising agencies, communication and media companies, education and design firms, video and broadcast production organizations, publishers, and PR firms.

As such, he brings expertise in various areas of internal and external corporate communications including branding, advertising, marketing and sales collateral and promotion, clinical communications, training and educational programs, digital and social media, tradeshow and events, presentations and broadcast, crisis communications, and communications for organizational development and change.

In addition to being published, Smith has written numerous scientific monographs, white papers, surgical techniques, educational and surgical training programs, clinical poster sessions, films and documentaries, a three-volume orthopedic nursing guide, patient informed consent and motivation, and clinician and patient compliance programs. In addition, Smith is author and speaker on topics of branding, communication, and creativity, image and identity, and the psychology of visual perception.

Smith attended Pratt Institute for fine arts, New York School for Interior Design, and Kean University for design and graphic arts. In addition, he also completed coursework at Parsons School of Design, The New School, and the School of Visual Arts (SVA, NY) for advertising, printmaking, and graphic design. Moreover, Smith studied with Sophie Wall Onton, Parsons School of Design, for fine arts painting, illustration, and printmaking. Later he served a brief apprenticeship for lithographic printmaking with Lautrec New York.

Richard is passionate for advancing the delivery of health care with communications that make a significant and lasting difference for physicians, providers, patients, and their families.