

David D. Potenziani, PhD, MA, BA

SUMMARY OF RELEVANT EXPERIENCE

David Potenziani has over 30 years of experience in information systems development, public health informatics, and bio surveillance. Dr. Potenziani has developed expert systems in health communications, workforce skills development systems for thousands of workers, and led the development of an advanced analytics system to detect novel disease outbreaks. At IntraHealth, he supports human resources for health efforts by improving systems architecture and implementing open source information solutions in Central and Southern Asia and Sub-Saharan Africa. Dr. Potenziani developed a roadmap for Senegal's Ministry of Health to guide the development of the national eHealth strategy and worked in GIS with the IntraHealth India team to derive geospatial data and visualizations for two states, Bihar and Jharkhand. His background in informatics comes from his experience as Executive Director of the National Collaborative for Bio-Preparedness, a multi-institutional effort to bring non-traditional data into a robust analytics framework to discern threats to health from data sources outside traditional reportable disease systems. Previously, he was Senior Associate Dean at the UNC Gillings School of Global Public Health as well as the School's Director of Information Technology. He holds a faculty appointment in Health Policy and Management where he teaches health information technology to mid-career professionals. He has guided the development of online educational programs of the Gillings School, developed new information systems for improving clinical sub-specialty care on a national scale, and created a state public health workforce assessment and development system. He has served as advisor to the American Public Health Association's Health Informatics Technology special interest group and has also served on and chaired the Association of Public Health Learning Futures Council.

EDUCATION	PhD , History, University of Georgia, Athens, Georgia, USA, 1981 Master of Arts , History, University of Georgia, Athens, Georgia, USA, 1978 BA , History, Eastern Illinois University, Charleston, Illinois, USA, 1976
LANGUAGES	English, Superior; French, Novice
INTERNATIONAL EXPERIENCE	Afghanistan, Botswana, Ethiopia, India, Liberia, Namibia, Senegal, Tanzania, Uganda

PROFESSIONAL EXPERIENCE

Senior Informatics Advisor, IntraHealth International

10/2013 - Present

Chapel Hill, North Carolina (NC), USA

Supports in-country technology program in implementing iHRIS software and related technology. Provides use cases for information visualization by creating exemplar information objects and use of data visualization technologies.

Adjunct Assistant Professor, Health Policy and Administration, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

08/2000-present

Chapel Hill, NC, USA

Teaches Health Policy and Management graduate course (HPM 778) on public health informatics as part of the Executive Masters Program.

Executive Director, National Collaborative for Bio-Preparedness, School of Medicine, University of North Carolina at Chapel Hill

10/2010-07/2013

Chapel Hill, NC, USA

Directed a multi-institutional effort to create a cutting-edge biosurveillance system for the United States. Managed staff, contract personnel, and contracts at UNC-Chapel Hill, North Carolina State University, and SAS Institute. Provided briefings for the Secretary of Homeland Security and Members of Congress.

Senior Associate Dean for Planning, Coordination and Administration, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

06/2007-09/2010

Chapel Hill, NC, USA

Coordinated efforts across the school's administration, communications, business & finance, information technology, student affairs, and the North Carolina Institute for Public Health.

Director, Instructional and Information Systems, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

12/2000-06/2007

Chapel Hill, NC, USA

Managed a diverse department of computer professionals that provided comprehensive information services to support the teaching, research, and service mission of the UNC School of Public Health. The unit supported 190 full-time faculty, 265 full-time staff, and more than 1400 students. Services included server resources (Solaris, Linux, and Windows), videoconferencing and video production services through the Mayes Center, direct end user support for more than 400 faculty and staff, web support and online applications development, and instructional support for online instruction. The department had 38 FTEs including multimedia specialists, coordinators, applications developers, database programmers, video technicians, program support staff, and instructional designers.

Associate Director, Instructional and Information Systems, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

01/1998-12/2000

Chapel Hill, NC, USA

Assisted the Director in management of the computer professionals.

SELECT PUBLICATIONS

- Tsague J, Potenziani D, Zan D, BonTempo J, Parrish S. Senegal's Journey Toward an eHealth Strategy: Highlights from the Development Process, Knowledge for Health Project, 2016.
- Driessen J, Settle D, Potenziani D, Tulenko K, Kabocho T, Wadembere I. Understanding and valuing the broader health system benefits of Uganda's national Human Resources for Health Information System investment. *Human Resources for Health* 2015, 13:49.
- Potenziani, D. *Falling Forward—A Novel* (2014).
- Massoudi B, Goodman K, Gotham I, Holmes J, Lang L, Miner K, Potenziani D, Richards J, Turner A, Fu P. An informatics agenda for public health: summarized recommendations from the 2011 AMIA PHI Conference. *J Am Med Inform Assoc* amiajnl-2011-000507 Published Online First: 6 March 2012 doi:10.1136/amiajnl-2011-000507.
- Cairns C, Potenziani D, Hoit M, Jenkins C, Edgemon S. Novel approach to statewide biosurveillance using emergency medical services (EMS) information. *Emerging Health Threats Journal* 2011, 4: 11183 - DOI: 10.3402/ehth.v4i0.11183.

- Potenziani, D. (2004). Information Systems. In: Blair Keagy and Marci Thomas (Eds.) *Essentials of Physician Practice Management*. San Francisco: Jossey-Bass.
- Potenziani, D. (2003). The Joy of Distance Learning: Recipes for Success. In: David G. Brown (Ed.) *Developing Faculty to Use Technology*. Bolton, MA: Anker Publishing Company.
- Campbell, M.K., Bernhardt, J.M., Waldmiller, M., Jackson, B., Potenziani, D., Weathers, B., & Demissie, S. (1999). Varying the message source in computer-tailored nutrition education. *Patient Education and Counseling*, 36, 157-169.
- Campbell, M.K., M. Bernhardt, M. Waldmiller, B. Jackson, D. Potenziani, B. Weathers, and S. Demissie. (1999). Improving dietary behavior: The effectiveness of tailored messages in primary care settings. *American Journal of Public Health* 84, 783-787.
- Potenziani, D. (1989). Digital Optical Storage: Boon or Boondoggle. In: Lawrence J. McCrank (ed.) *Databases in the Humanities and Social Sciences-4*. Medford, NJ: Learned Information.

SELECT PRESENTATIONS

- “Implementing Robust and Accessible Health Information Systems for LMICs,” at the Extreme Affordability Conference 2017, Salt Lake City, 2017.
- “Using SMS Messaging to Support Frontline Health Workers: Lessons from Ebola,” at the Public Health Informatics Conference, Atlanta, 2016.
- “Integrated Data for Bio-Preparedness: The National Collaborative for Bio-Preparedness,” at presentation at the American Public Health Association annual meeting, Boston, 2013.
- “Interactive Presentation of the NCB-Prepared System,” at the 2013 Public Health Preparedness Summit, Atlanta, 2013.
- “Presentation of the NCB-Prepared System,” System Showcase at the International Society for Disease Surveillance annual meeting, San Diego, 2012.
- “Foodborne Illness Detection,” presentation to the North Carolina Food Safety and Defense Task Force,” Raleigh, 2012.
- “Strategies and Legal Implications of Data Sharing for Biosurveillance” presentation to the Oak Ridge National Laboratory Biosurveillance Symposium: Computational Methods for Biosurveillance— Shaping the Future Together. Washington, 2012.
- “Beyond Syndromic Surveillance: The North Carolina Bio-Preparedness Collaborative” presentation to the American Public Health Association annual meeting, Washington, 2011.
- “Beyond Syndromic Surveillance” presentation to the North Carolina Health Director’s meeting, Raleigh, NC, 2011.
- “NCB-Prepared: North Carolina Biosurveillance Preparedness Collaborative” presentation at the American Public Health Association annual meeting, Denver, 2010.
- “Public Health Informatics” workshop at the American Public Health Association annual meeting, Denver, 2010.
- Welcoming Address, One Medicine Conference, North Carolina State University, December 2008.

- "LifeHacking," workshop session at the 2007 Carolina Technology Consultants Conference, October 2006.
- "Health Informatics," presentation to the CDC Public Health Information Network Conference, Atlanta, September 2006.
- "Innovation," keynote address delivered at the UNC Information Technology Awards, April 2006.
- "Electronically Mediated Public Health Instruction," delivered at the American Public Health Association meeting, November 2004.
- "Partnering and Public Health Workforce Development," delivered at Charting the Future of Flexible Learning in Public Health Conference, Tampa, June 2004.
- "Workforce Skills Development System," delivered at the Public Health Information Network meeting, Atlanta, May 2004.
- "Beyond the Web Page: Online Realtime Education over the Internet," delivered at the Learning Technologies and Lifelong Learning in Public Health ASPH Conference, Chicago, May 2004.
- "Using the Internet to Improve Workforce Skills: North Carolina's Approach," delivered at the American Public Health Association meeting, November 2003.
- "Webcasting" as part of "PHIN and Distance Learning: Learning at the Speed of Science," delivered at the CDC Public Health Information Network meeting, Atlanta, May 2003.
- Workshop on Web Content Development for Ragan Communications, Chicago, December 2002.
- "Bridging the Gap between Asynchronous and Synchronous Learning Technology," presentation at the e-Learning in Higher Education, sponsored by the Western Cooperative for Educational Telecommunications, Denver, November 2002.
- "Zoom from Your Room: The Pedagogy of IP Videoconferencing," poster session at the American Public Health Association meeting, Philadelphia, November 2002.
- "Lessons Learned in Meeting the Training Needs of the Diverse Public Health Workforce," delivered at the American Public Health Association meeting, October 2001.
- "World Wide Web as a research data system: the University of North Carolina at Chapel Hill Research Computing Infrastructure," delivered at the American Public Health Association meeting, October 2001.
- "Videoconferencing Over the Internet: How Might It Change Distance Learning?" delivered at the Conference on Public Health Informatics and Distance Learning, Association of Schools of Public Health, August 2001.
- "Streaming Media for Distance Education at the University of North Carolina," presentation for the RealNetworks Conference, April 1998.
- "Tailoring: A Practical Approach," delivered at the American Public Health Association meeting, November 1997.
- "Beyond MailMerge: The Tailoring Engine," delivered at the American Public Health Association meeting, October 1995.
- "Optical Disk Storage: Boon or Boondoggle?" delivered at the International Conference on Databases in the Humanities and Social Sciences, Auburn University, Montgomery, AL, July 1987.

ONLINE PUBLICATIONS

- Brian Cheuvront, Jay M. Bernhardt, Matt Digan, Shelly Golden, Cindy Smith, Turner McCollum, Michael Cassell, and David Potenziani, "VincentWeb: Violence and INjury Control through Education, Networking and Training on the World Wide Web," 1999.
- Karl Umble, David Potenziani, Constance Humphries, Ansje Burdick, Kimberly McClain, Ben Davis, Lew Binkowski, Nicole Walker, and Traci Wike, "John Snow Case Study", an online multimedia investigation of the 1854 Cholera Outbreak in London, 1998.