

Curriculum Vitae
Richard K. Thomas, Ph.D.

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Education

Ph.D. in Medical Sociology, Vanderbilt University (1984). Dissertation topic: The Mental Patient Career and Alternative Coping Mechanisms

M.A. in Geography, Memphis State University (now University of Memphis) (1975)

M.A. in Sociology, Memphis State University (now University of Memphis) (1970). Thesis topic: Settlement Patterns of Immigrants to Memphis, Tennessee

B.A. in Economics, Southwestern at Memphis (now Rhodes College) (1966)

Professional Experience

Employment History

Medical Services Research Group/Health Management Associates: Partner and Vice President (1988-present)

Baptist Memorial Hospital: Senior Research Scientist and Division Head (1986-91); Research Associate (1983-86); Research Analyst (1982-83)

Memphis Regional Medical Program: Associate Director (1976-77); Assistant Director (1974-76); Section Chief (1973-73); Staff Sociologist (1970-71)

Gassner/Nathan/Brown, Architects/Planners: City Planner (1969-70)

Faculty Positions

University of Tennessee Health Science Center (Memphis, TN): Associate Professor, Department of Preventive Medicine (2002-present)

University of Memphis: Various teaching positions in the Departments of Sociology, Political Science, Public Administration and Marketing (1971-93, 2005)

University of Mississippi: Adjunct Faculty, Department of Sociology and Anthropology (2004)

Central Michigan University, Satellite campus instructor in Master of Health Care Administration program (1994-present)

College of St. Francis (Joliet, Illinois): Satellite campus instructor in Master of Hospital Administration program (1988-present)

Rhodes College, Instructor (part-time), Department of Sociology and Anthropology, 1972-80.

Grant Activity

Direct Grant Funding

Travel grant funded by the National Institutes of Health to study the health data situation in Egypt, September 30, 1999. (\$3,000 awarded)

Project director for a National Institutes of Health grant under the Small Business Innovative Research program for the development of a public health data management system, 1998-2001. (\$749,000 awarded)

Project director for a National Institutes of Health grant under the Small Business Innovative Research program for the development of a nationwide health care database, 1998-2001. (\$730,000 awarded)

Project director for a National Institutes of Health grant under the Small Business Innovative Research program for the study of the feasibility of a nationwide health care database, 1995-96. (\$97,500 awarded)

Project director for a National Institutes of Health grant under the Small Business Innovative Research program for the study of the feasibility of a public health data management system, 1997. (\$92,500 awarded)

Project director for a National Institutes on Aging grant under the Small Business Innovative Research program for the study of the feasibility of an elder services decision support system, 1997. (\$99,700 awarded)

Project coordinator for grant from the Assisi Foundation for the development of a Web-based community-wide information portal. (Grant of \$305,000 was awarded but never funded due to dissolution of project coalition.)

Grants Review

Review panel member, Special Emphasis Panel, Centers for Disease Control and Prevention (2005)

Review panel member, National Institutes of Health (Small Business Innovative Research program) (1993-95)

Selected Project Management and Consultation Activities

Department of Commerce and Insurance, State of Tennessee
Focus group administration for health insurance study (2005)

Methodist-University Hospital (Memphis, TN)
Consultation on Integrated Health Center (2004-present)

Christ Community Health Services (Memphis, TN)
Evaluation/Strategic Planning Consultation (2004-present).

Church Health Center (Memphis, TN)
Evaluation Consultation (Memphis Faith in Motion), 2004.

NationsHealth Corporation (Memphis, TN)
Project management for on-line health information Web site targeted to health professionals (1998-2002)

Publimax Project (Memphis, TN)
Project management for on-line public health information Web site (1998-2002)

University Health Services, University of Tennessee Health Science Center (Memphis, TN)
Grant Writing, Project Development (2003-2004)

City of Memphis Government
Analysis of Employee Survey Data (2002)

Shelby County Government (Head Start Program)
Community Assessment Consultation (2000-present)

TEAM Evaluation Center (Chattanooga, Tennessee)
Market/network research for diagnostic and evaluation organization (2003)

The Regional Medical Center at Memphis (Memphis, Tennessee)
Strategic Planning/Market Research (1992-1997)

Primary Care Services, Inc, (Memphis, Tennessee)
Clinic Planning and Development/Marketing Research/Marketing Planning (1996-1997)

The LIFE Institute (Memphis, Tennessee)
Market Research/Business Planning for eating disorders program (1997-1999)

Memorial Hospital at Gulfport (Gulfport, Mississippi)
Market Research/Marketing Planning/Strategic Planning (1995-1997)

Delta Medical Center (Memphis, Tennessee)
Market research (1997-1998)

Kimberly Clark Corporation (Atlanta, GA)
Market Research for new product development (1995-1996)

Premier Medical Management (Mobile, AL) (1998-2000)
Market Research for ophthalmic surgery practice

DocSystems, Inc. (Marietta, GA)
Obstetrical Product Market Research (2000-2001)

Health Communications (Memphis, TN)
Market Research (1997-2000)

Publications

Major Editorial Activities

Editorial Board, *Health Marketing Quarterly* (2005)

Editor, *Marketing Health Services* (1999-2002), the healthcare publication of the American Marketing Association

Editor and publisher, *FMG (Foreign Medical Graduate) Newsletter*, 1985-92

Books

Thomas, Richard K. *Health Communication*. New York: Springer, 2006.

Thomas, Richard K. *Marketing Health Services*. Chicago: Health Administration Press, 2005.

Thomas, Richard K. *Society and Health: Sociology for Health Professionals*. New York: Kluwer Academic, 2003.

Thomas, Richard K., *Health Services Planning* (2nd edition). New York: Kluwer Academic, 2003.

Thomas, Richard K. (editor), *Health and Healthcare in the United States: County and Metro Area Data, Second Edition, 2000*. Washington, DC: Bernan, 2000.

Pol, Louis, and Richard K. Thomas. *The Demography of Health and Health Care* (2nd edition). New York: Plenum, 2000.

Thomas, Richard K. (editor), *Health and Healthcare in the United States: County and Metro Area Data, First Edition, 1999*. Washington, DC: Bernan, 1999.

Thomas, Richard K., *Health Services Planning*. Chicago: Irwin, 1999.

Berkowitz, Eric, Louis G. Pol, and Thomas, Richard K. *Healthcare Market Research*. Chicago: Irwin, 1997.

Pol, Louis, and Richard K. Thomas. *Demography for Business Decision Making*. New York: Quorum Books, 1997.

Gubin, Karin J., with Richard K. Thomas, *Healing the Hungry Heart*. Memphis: MSRГ Publications, 1994.

Thomas, Richard K. *Serving the Medically Indigent: A Planning Report*. Memphis: Community Health Agency, 1994.

Thomas, Richard K., Pol, Louis G., and William F. Sehnert, Jr. *Health Care Book of Lists*. Orlando: Paul Deutsch Press, 1993.

Thomas, Richard K. *Health Care Consumers in the 1990s*. Ithaca, NY: American Demographics Books, 1993.

Pol, Louis, and Richard K. Thomas. *The Demography of Health and Health Care*. New York: Plenum, 1992.

Thomas, Richard K. and Russell J. Kirchner. *Desktop Marketing: Lessons from America's Best*. Ithaca, NY: American Demographics Press, 1991.

Selected Articles/Chapters

Taylor, C., Russell, P., Thomas, R.K., and R. Paul. "Think Like a Marketer: Anticipate Workforce Needs," *EAP Digest* (Summer) 2004.

Thomas, Richard K. "Healthcare Trends and Demographics," in J.M. Taraska and G.F. Indest III (editors), *The Florida Healthcare Professional's Medico-Legal Guide*. Sanford, FL: DC Press, 2003.

Thomas, Richard K., and Debra Bartelli. "HIV Services for a New Generation." *Marketing Health Services*. Winter, 2001, pp. 24-29.

Thomas, Richard K., and Louis G. Pol. "Health Demography for the 21st Century." *Healthcare Marketing Quarterly*, forthcoming.

Barber, Frederick, and Richard K. Thomas, and Mei-chih Huang, "Developing a Profile of LASIK Surgery Customers." *Marketing Health Services*. Summer, 2001, pp. 32-35.

Thomas, Richard K., "The Feminization of American Medicine", *Marketing Health Services*. Fall, 2000, pp. 12-19.

Pol, Louis G., and Richard K. Thomas, "Demographic Change and Health Behavior." In Davis S. Gochman (ed.), *Handbook of Health Behavior Research*. New York: Plenum. 1997.

Gobalet, J.G., and Richard K. Thomas, "Demographic Data and Geographic Information Systems for Decision Making: The Case of Public Health," *Population Research and Policy Review*. December, 1996 (Vol. 15, Nos. 5-6).

Pol, Louis G., and Richard K. Thomas, "Demographic Change is Faster than You Think," *Journal of Health Care Marketing*, Summer, 1995 (Vol. 15, no. 2).

Bradshaw, Elizabeth, Leemis, Richard, Russell, Paul O., Jr., Thomas, Richard, and Farrokh Tabatabai, "An Integrated Patient Information System for a Primary Care Network," *The Journal of the Healthcare Information and Management Systems Society*, Vol. 9, No. 4, 1995.

Thomas, Richard K., "Health Care's Changing Face", *Home Health Care Dealer/Supplier*, May/June 1995.

Thomas, Richard K., *Problems and Needs of Health Data Users*. Memphis: Medical Services Research Group, 1995.

Thomas, Richard K., "Using Demographic Analysis in Health Services Planning: A Case Study in Obstetrical Services", in Kintner *et al.*, editors, *Demographics: A Casebook for Business and Government*. Boulder, CO: Westview, 1994.

Pol, Louis G., and Richard K. Thomas, "Demography of Health and Health Care",

in *The Academy Bulletin* (Academy for Health Service Marketing within the American Marketing Association). January, 1994.

Pol, Louis G., and Richard K. Thomas, "Age and Cost Exacerbate National Care Dilemma", *Business Forum*, Winter/Spring, 1993.

Thomas, Richard K., and Louis G. Pol, "Health Demography Comes of Age", *Health Care Marketing Quarterly*, Vol. 10, Number 3/4, 1993.

Thomas, Richard K., "Analysis: Health Care in the Year 2000 Truly a 'Service' Industry", *Memphis Health Care News*, January 1, 1993.

Thomas, Richard K., "What Hospitals Must Do", *American Demographics*, January, 1993.

Thomas, Richard K. "Rapid Changes in Health Care Mean New Patients, New Environment", *Memphis Health Care News*, September 11, 1992.

Thomas, Richard K. "An American Paradox: Patients Without Doctors, Doctors Without Patients", *Memphis Health Care News*, March 27, 1992.

Thomas, Richard K. "Is the Mid-South a Fertile Market for Memphis Facilities?" *Memphis Health Care News*, Jan. 3, 1992.

Thomas, Richard K., Johnson, James, and Walter Jones. "The Implications of Physician 'Oversupply' for Medically Underserved Areas." *International Journal of Public Administration*, 14(1) 19-41, Winter, 1991.

Kirchner, Russell J., and Richard K. Thomas. "New Markets for Health Insurance." *American Demographics*, December, 1990.

Thomas, Richard K., Johnson, James, and Walter Jones. "A Distribution Analysis of Foreign Medical Graduates in the Mid-South." *Journal of the Tennessee Academy of Science*, January, 1990.

Kirchner, Russell J., and Richard K. Thomas. "Desktop Decisions." *American Demographics*, August, 1989.

Thomas, Richard K., and William F. Sehnert. "The Dual Health Care Market." *American Demographics*, April, 1989. (Reprinted in *Health Journal*, February, 1990.)

Reyle, Linda, Thomas, Richard K., and Patricia S. Dew. "Developing an Outpatient Diabetes Education Program Using Health Services Research." *Diabetes Educator*, May/June, 1989.

Thomas, Richard K. "Projecting Physician Demand and Supply: The Importance of Non-Medical Factors." *Journal of Health and Human Resource Administration*, Spring, 1988, 378-93.

Professional Papers/Presentations/Workshops

Cossman, Ronald, Jeralynn S. Cossman, Wesley James, Troy Blanchard, Richard K. Thomas, Louis Pol, and Arthur Cosby. "Chronic Illness Versus Death: Do These Patterns Match?" paper to be presented at the Southern Demographic Association annual meeting, November 3-5, 2005, University of Mississippi, Oxford, MS.

Cossman, Ronald, Jeralynn S. Cossman, Wesley James, Troy Blanchard, Richard K. Thomas, Louis Pol, and Arthur Cosby. "Mapping Prescription Data As A Proxy for Chronic Illness Prevalence in Rural Areas," poster to be presented at the All Program Meeting of the Office of Rural Health Policy Research's annual grantee meeting, August 24-26, 2005, Washington, D.C..

Cossman, Ronald, Jeralynn S. Cossman, Wesley James, Troy Blanchard, Richard K. Thomas, Louis Pol, and Arthur Cosby. "Mapping Morbidity: Using Chronic Illness Maps to Inform Health Policy," paper presented at the 11th International Medical Geography Symposium, July 5-9, 2005, Fort Worth, TX.

Cossman, Ronald, Jeralynn S. Cossman, Wesley James, Troy Blanchard, Richard K. Thomas, Louis Pol, and Arthur Cosby. "Mapping Chronic Disease Clusters Using Prescription Data: A Preliminary Look at Crude Chronic Disease Rates in the Delta" refereed poster presented at the Annual Research Meeting of Academy Health, Boston, MA. June 25, 2005.

Taylor, C., Paul, R., Goplerud, C., Russell, P., and R. Thomas. "Anticipating Workforce Needs." Presented at the annual meeting of the Employee Assistance Society of North America, Chicago, Illinois, May 7, 2005.

Cossman, Ronald, Jeralynn S. Cossman, Wesley James, Troy Blanchard, Richard Thomas, Louis Pol, and Arthur Cosby. "Mapping Morbidity: Prescription Data as a Proxy for Chronic Illness", paper presented at the 101st Association of American Geographers meeting, Denver, CO., April 5, 2005.

Thomas, Richard K. (with Mara Yerow and Patrick Lenihan). "Health Data for Community Assessment and Planning Studies". Workshop presented for the American Public Health Association, San Francisco, California, November 15, 2003.

Thomas, Richard K. (with Mara Yerow and John Steen). "Health Data for Community Assessment and Planning Studies". Workshop presented at the American Public Health Association, Philadelphia, Pennsylvania, November 10, 2002.

Thomas, Richard K. (with Debra Bartelli). "Data for Needs Assessment and Problem Statements". Workshop presented for the Grant Center, Memphis, Tennessee, November 1, 2002.

Thomas, Richard K. "Demographic Profiling and the Employee Benefit 'Revolution'". Presented at the annual meeting of the Southern Demographic Association, Miami, Florida, Nov. 12, 2001.

Thomas, Richard K. (with Debra Bartelli). "Data for Needs Assessment and Problem Statements". Workshop presented for the Grant Center, Memphis, Tennessee, October 23, 2001.

Thomas, Richard K., and Louis G. Pol. "The New Healthcare Marketing". Workshop presented for MCG Consulting Group, Buenos Aires, Argentina, Sept. 20, 2001.

Thomas, Richard K., et al. "Laser Patient Profiling and Target Marketing." Workshop presented at the Summer 2001 meeting of the International Society for Refractive Surgery, Orlando, FL, July 30, 2001.

Thomas, Richard K., "Profiling the Lifestyle and Health Status of an Employee Workforce". Presented at the annual sales meeting of Managed Health Network, Scottsdale, Arizona, Feb. 28, 2001.

Thomas, Richard K., "A Community-Wide Information Portal for Shelby County, Tennessee". Presented at InfoShare2000, Memphis, Tennessee, Nov. 17, 2000.

Thomas, Richard K., "Incorporating Public Health Data into a Community-Wide Information Portal". Presented at the annual meeting of the American Public Health Association, Boston, Nov. 15, 2000.

Thomas, Richard K., "Communicating with Decision Makers in the Healthcare Field". Presented at the annual meeting of the Population Association of America, Los Angeles, April 30, 2000.

Thomas, Richard K., "Capitalizing on Population-Based Health Care". Presented to the Milwaukee Area Association of Healthcare Executives, Milwaukee, Nov. 18, 1998.

Thomas, Richard K., "Information is Power: Surviving the Changing Healthcare Environment". Presented at the semi-annual meeting of Windsor National Associates, Chicago, Oct. 9, 1998.

Thomas, Richard K., "The New Health Planning". Presented at the annual meeting of the American Health Planning Association, Atlanta, July, 1998.

Thomas, Richard K., "The New Rewards of Population-Based Health Care". Presented at the Alliance for Healthcare Strategy and Marketing annual meeting, Orlando, March 30, 1998.

Thomas, Richard K., "Making the Tail Wag the Dog: The Growing Importance of Health Information Management". Presented to the Tennessee Health Information Management Society, Memphis, TN, Nov. 12, 1996.

Thomas, Richard K., "The Changing Health Care Environment and the Demand for Health Care Workers (or Who Will You be Hiring in 2001?)". Presented to the Tennessee Society of Health Care Human Resource Administration, Memphis, TN, Sept. 14, 1995.

Gobalet, Jeanne, and Richard K. Thomas, "Demographics and GIS Applications in Health Care". Presented at the annual meeting of the Population Association of America, San Francisco, CA, May 10, 1995.

Thomas, Richard K., "The Implications of Changing Demographic Characteristics: The Case of Home Health Care". Presented at the annual meeting of the Southern Demographic Association, Atlanta, Georgia, October 21, 1994.

Thomas, Richard K., "Major Demographic Trends and Their Implications for Health Services Demand". Presented to the International Conference on Applied Demography, Bowling Green, Ohio, September 22, 1994.

Thomas, Richard K., "Demographic Trends and the Changing Demand for Health Care". Presented to the Strategic Research Institute, Princeton, New Jersey, September 27, 1994.

Pol, Louis and Richard K. Thomas, "The Demography of Health and Health Care: Implications for Health Services Marketing". Presented to the annual meeting of the Academy for Health Services Marketing (American Marketing Association), San Diego, California, February 21, 1994.

Thomas, Richard K., "The Changing Demand for Health Services (or How Demographics and Politics May Put You Out of Business)". Presented to the Mid-South chapter of the Medical Group Management Association, Memphis, Tennessee, January 20, 1994.

Thomas, Richard K., "Consumer Buying Patterns: What Do They Want?" Presented to the annual meeting of the National Association for Home Care (Regional V), Chicago, Illinois, August 19, 1993.

Thomas, Richard K., "Applied Sociology in a Changing Industry". Presented to the annual meeting of the Southern Sociological Society, Chattanooga, Tennessee, April 2, 1993.

Thomas, Richard K., "Health Services Demand in the Twenty-First Century". Presented to the Hospital Products Division, Kimberly-Clark Corporation, Atlanta, Georgia, December 2, 1992.

Thomas, Richard K. "How Demographics Are Changing the Demand for Health Services." Presented to the Center for Mental Health Research, University of Arkansas Medical Center, Little Rock, Arkansas, October 21, 1992.

Thomas, Richard K. "Using Demographics for Business Decision-Making in the Hospital Industry." Presented to the annual meeting of the Population Association of America, Denver, Colorado, May 2, 1992.

Thomas, Richard K. "Preparing for Tomorrow's Health Care Consumers." Presented to the annual meeting of the Virginia Society for Healthcare Marketing and Public Relations, Norfolk, Virginia, June 14, 1991.

Pol, Louis, and Richard K. Thomas. "Health Demography Comes of Age." Presented at the annual meeting of the Population Association of America, Washington, DC, May, 1991.

Professional Memberships

American Health Planning Association (Board of Directors)
American Marketing Association
American Public Health Association
Population Association of America (Business Demography Steering Committee)
Society for Applied Sociology
Sociological Practice Association
Southern Demographic Association (Local arrangements chairman, 1996 annual meeting, Board of Directors, 1996)
Society for Healthcare Strategy and Market Development

Community Service

Board member, Girl Scout Council of the Mid-South, 1999-2004
Volunteer, Girl Scout Council of the Mid-South, 2005
Board member, Memphis Council for International Visitors, 2002-present
Board member, Arkwings Foundation, Inc., 2004-present
Officer, Memphis Health Education Council, 1983-88