



Murray L. Zucker, MD.

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Healthcare Consultant • Psychiatrist • Executive Leadership • Strategy & Innovation

SUMMARY

Healthcare executive with over 20 years of medical leadership in managed care, health insurance, consulting large hospital systems, Fortune 500 Companies, provider groups, and digital health companies. Specializing in innovation strategies, relations to major payers, new drug roll out, as well as helping early and mid-stage digital medicine start-up design programs and raise capital investment. Dedicated to developing and implementing innovative services and technologies that improve quality, outcomes, cost-effectiveness, and patient experience.

EXPERTISE

- New Business Development
- Strategic Partnerships & Alliance Management
- Medical Behavioral Integration
- Capital Raising & Investment Strategy
- Global Marketing, New Product Development
- Clinical Care
- Cross Functional Team Leadership
- Quality Assurance & Regulatory Compliance
- Public Speaker & Media Spokesman
- New Drug Roll-Out & Go-To-Market Strategy

PROFESSIONAL EXPERIENCE

- ★ **In 2015 launched MLZ Consultants** – After spending his career in the healthcare industry, today Dr. Zucker advises companies, investors, and providers on health plans, medical devices, new technologies, service delivery, and provides research and analysis on the newest medical app companies. Dr Zucker works with National healthcare consulting firms, and Venture Capital and Private Equity firms to evaluate prospects, and advise on development strategy. He guides investors and stakeholders on market success, quality improvement, and achieving ROI with substantial cost savings
- ★ **In 2012 became UnitedHealth Group / Optum’s Senior Medical Director for New Product & Innovation** – As a member of the leadership team, Dr. Zucker brought innovation via digital programs, computerized patient education, peripheral monitoring, and enhanced patient experience. Dr. Zucker spearheaded the formation of a tele-behavioral service providing care to medical clinics, nursing homes, FQHC’s, and hospitals. He also led task forces on addiction, eating disorders, autism, and medical behavioral integration, and represented the clinical interface for product launch and led various initiatives including the development, execution, marketing, and sales of products
- ★ **In 2002 was the Western Region Medical Director at UnitedHealth Group / Optum** – In this role Dr. Zucker was responsible for the behavioral health care of about 4 million people, heading the quality assurance, utilization reviews, new product development, medical and behavioral integration, specialty program clinical direction, clinical training, provider network development, and regulatory compliance
- ★ **In 1996 served as the Medical Director of Tricare at HealthNet** – Dr. Zucker was responsible for quality management, utilization programs, risk management, program development, and coordination with federal services, medical/surgical services, lead military agencies, military treatment facilities, as well as network development and adequacy, and implementation of Tricare Senior Prime
- ★ **Founder and President of Encino Institute and Pacific Health Associates** – Both multidisciplinary group practices
- ★ **In addition** – Consultant on the California Medical Board; Examiner for California Workers Compensation; UCLA Department of Psychiatry Faculty; Co-Founder of UCLA Geropsychiatry Outpatient Program; Board Member of San Francisco Suicide Prevention; Member of Sonoma County Mental Health Board; Member of the International Board of Tel Aviv University; and a member of the California Israel Chamber of Commerce

EDUCATION

- ★ **UCLA School of Medicine** | Psychiatric Residency
- ★ **University of Rochester School of Medicine and Dentistry** | Doctor of Medicine
- ★ **University of Pennsylvania** | Bachelor’s Degree