**Bio**

Dr. Craig Hertz ventured to NY in 2008 completing a residency in Emergency, Internal, and Critical Care Medicine at Long Island Jewish Medical Center. Having grown up in North Carolina, by way of Indiana University- Bloomington, and University of North Carolina- Greensboro, he originally pursued his dream of becoming a college swim coach. As life would have it, he was accepted into the Kirksville College of Osteopathic Medicine in 2004 and is currently the Director of Evidence Based Intensive Care Practice for Northwell Health.

His residency years were filled with various academic pursuits including Chief Academic Resident for the EM/IM/CCM program, Chair of the Resident Fellow Forum, and working alongside Northwell’s Graduate Medical Education committee bridging the gap between learners and leaders. During his senior resident years, he assisted in the design, development, and planning of the clinical clerkship for, (now) Zucker School of Medicine’s, Emergency Medicine rotation. Despite his academic pursuits, he ensured patients remained his primary focus securing a Diabetes Medication grant for ambulatory diabetic patients who could not afford insulin or supplies, and assisted with the planning, process, and implementation of an Invasive Procedure Team which provided hospitalized patients with bedside procedures, resulting in increased patient satisfaction, staff engagement, and value of care.

In fellowship, he worked closely with the Tele-Health (eICU) program on Physician work flows, continued clinical teaching for the Zucker School of Medicine (Emergency Medicine and Critical Care), taught Critical Care Ultrasound nationally, and Simulation Instruction at the Center for Learning Innovation in Northwell.

Upon graduating, he was asked to lead the transition at Southside Hospital from an open-community based Medical ICU to a closed-academic Medical ICU. During this time, while setting the foundation for improved patient and family care in Critical Care, he perused an advanced degree in Biomedical Ethics- passing the first offering of Ethics Consultant Certification in 2018- and he became involved with the Glen Cove- Special Treatment [Pathogens] Unit, of which he now sits as Medical Director.

In his current role, Direct of Evidence Based Intensive Care Medicine, his primary objective is Co-Charing the ABCDE Collaborative for Critical Care. This initiative aims to reduce time in an ICU, reduce time in bed, and reduce the overall burden of Critical Care to patients, families, and staff. Alongside this role, under the Department of Clinical Transformation, he Co-Chairs the Advanced Illness Collaborative, sits on a variety of Enterprise wide best practice and policy committees, and aims to bridge the gap between, board room and bedside!

**Candidate Platform Statement**

We all are passionate about the ideal of medicine, yet the idea of “Healthcare” makes us cringe. My short time in the world of Critical Care, taught me- now first hand- the large discrepancies between the business and bedside approach to patient care. Let me, working alongside you, change that.

Missing the smell of a hospital, wearing suits over scrubs, and asking an EMR programmer why their design is important to a patient, I strive to bring the patient back to the center of our systems.

Why New York? Our diversity- be it population and ethnicity or the drastic change from overabundance of facilities to terribly underserved- we, New York, live within uniquely designed health delivery systems, unique to the U.S. and the World. Why represent? While we may tend to lag various technologies (at times) we also tend to run with them and expand on their impact exponentially once ingrained our lives. Why now? Combining out diversity, our impact with technology, and the unique healthcare delivery our state endures; we can, we should, learn from others, share with others, and be able to lead others along their journeys.

While it is true, I am new, I remain humble in my submission of candidacy for New York State Representative for the Northeast Chapter of SCCM.