

Michael G. Cassatly, DMD

4 West Riverside Dr., Jupiter, FL 33469-2960

Office 561•747•8550

cassatlycoaching.com

Profile

Board Certified, Executive Business and Leadership Coach and Board Certified, Oral and Maxillofacial Surgeon with over 35 years of business leadership experience. Successful in business development, lecturing, publishing and new product development. Proven track record for innovations and solutions within business and clinical realms. Unique expertise of blending strong business acumen with the highest skills and standards.

Work Experience

2007-Present **President, Cassatly Leadership Coaching, FL**

Partnering as an executive business and leadership coach with global leaders in businesses undergoing significant changes due to outside influences such as disruptive technologies, government regulations and acquisitions. Clients are global c-suite, or high potential executives in need of maximizing their leadership potential and improved cross cultural communication and cultural competency skill sets in today's fact paced diverse business climate. A published subject matter expert on the coaching of physicians to improve their communication, cultural competency, relationship building and interpersonal skills with patients, healthcare coworkers, colleagues and hospitals.

2011-2013 **Executive Director of Coaching, Physician Leadership Institute, FL**

Responsible for the development, implementation and continuous improvement of the leadership, executive and project team coaching components of the Physician Leadership Institute's programs throughout the US.

2007- 2012 **Board of Directors for Family Legacy Trust Company, Texas**

Founding board member, chartered in 2007, managing \$53M in pension assets, primarily medical and dental practices throughout the US. Responsibilities included establishing and maintaining short and long-term business objectives, adoption of operating policies, monitoring legal compliance, overseeing business performance and fiduciary responsibilities of monies invested.

2007-2011 **Expert Witness, Florida Department of Health**

Prosecution Services Unit, FL

Examined records, reports and related investigative material, interviewed witnesses and prepared a detailed and factual written report of findings to determine possible violations of the Florida Healthcare Laws.

1989 - 2007 **President, Senior Partner, South Florida Oral and Maxillofacial Surgery, South Florida Dental Implant Centers, LLP, FL**

Founder and managing partner of a multi-office surgery practice with annual revenues of \$3.6 million. Grew business from part-time solo practice to full-time, multi-doctor, multi-location practice. Successful integration and application of new medical technologies, initiation and development of office systems, expansion and development of infrastructure. Maintained the highest standard of clinical care while

applying sound and dynamic business principles to successfully integrate doctor associates into doctor partners with continual growth of practice. Higher than average success rate of surgical outcomes resulting in active courtship by medical insurance companies.

Achievements:

- Maintained highest level of credentials, continuing education, training and certifications for self and all employees.
- Triple digit growth from first to sixth year with subsequent double digit growth thereafter.
- Managed 17 employees, health insurance and pension plans.
- Contract negotiations with medical insurance companies.
- Alliance building with referring doctors and hospitals

United States Patent Holder (No. 11/353,637)

Successfully researched, designed and obtained a US patent on an oral maxillofacial fixation device called **E-Z Arch Bar**, to treat facial trauma

Education

Postdoctoral

Columbia University School of Business, Teacher's College, NY

Columbia Coaching Certification Program, 2007-2008

Mt. Sinai Medical Center, Dept. of Oral and Maxillofacial Surgery, NY

Advanced Training in Oral and Maxillofacial Surgery, 1983-1986

Doctoral

Farleigh Dickenson University, College of Medical Dentistry, NJ

Doctor of Medical Dentistry, 1976-1980

Undergraduate

Connecticut College, New London, CT

Honors, Bachelor of Science, Major-Zoology, Minor-Economics, 1976

Scholarships and Honors

National Health Service Scholarship, U.S.P.H.S., 1980-1982

America's Top Dentists, Consumers Research Council of America, 2003-2007

Government Service

U.S. Public Health Service, Pine Ridge Indian Reservation, Pine Ridge, SD

Commissioned Officer and Senior Assistant Dental Surgeon, 1980-1982

Certifications

Board Certified Executive Business and Leadership Coach, CCE, 2012

Certified Business Coach, International Coach Federation, 2011

Certified Business Coach, Columbia University, 2009

Diplomate, American Board of Oral and Maxillofacial Surgery, 1988

Diplomate, American Dental Society of Anesthesiology, 1987

Publications

The Integration of Two Healthcare Systems: A Common Healthcare Problem

Journal of Medical Practice Management, Nov/Dec 2015

Cassatly H, Cassatly M

The Four Critical Drivers of Healthcare Reform

Journal of Medical Practice Management, Nov/Dec 2012

Cassatly M

The Broken Covenant in US Healthcare

Journal of Medical Practice Management, Nov/Dec 2011

Cassatly M, Bergquist W

The Successful Application of Business Coaching to Decrease Preventable

Medical Errors, Journal of Medical Practice Management, Sept/Oct 2011

Cassatly M, Mitsch D

Succeeding in Healthcare Reform: Developing Physician Leaders as Coaches

International Journal of Coaching in Organizations: Coaching in Healthcare

Organizations, August 2011

Cassatly M, Power A

Stakeholder Partners: The New Landscape in U.S. Healthcare Reform

Journal of Medical Practice Management, Jan/Feb 2011

Cassatly M

The Patient-Doctor Relationship and Practice Management

American Association of Oral and Maxillofacial Surgeons

Practice Management Notes, May/June 2010

Cassatly M

Coaching the Patient-Physician Relationship: A Successful Approach to Lower
Healthcare Costs with Improved Medical Outcomes

Journal of Medical Practice Management, Feb 2010

Cassatly M

Coaching Physicians

Coaching World, Feb 2010

Cassatly M

The Unique Potential of Hospitalists as Leaders in Healthcare Reform

The Hospitalist, Nov 2009

Cassatly M

Testing Your Diagnostic Skills: A Unique Case of Amyloidosis

Today's FDA, Feb. 2003

Baughman R, Cassatly M

Iatrogenic Laser Injury: Maxillary Avascular Necrosis,
Journal of the American Dental Association, 1999

Ranked One of the Hundred Most Significant Articles of 1999

Cassatly M, Rostock M, Gocke M

Bilateral Giant Cell Granulomas of the Mandible: Report of Case,
Journal of the American Dental Association, Nov 1988

Cassatly M, Kopp W, Greenberg A

Antibiotic Prophylaxis for Infective Endocarditis,

Today's FDA, June 1991

Cassatly M

Professional Healthcare Licenses

National Board of Dental Examiners, 1980

Northeast Regional Board of Dental Examiners, 1982

New York State Dental License, No. 36922

New Jersey State Dental License, No. 13674

Connecticut State Dental License, No. 7038

Florida State Dental License, No. 0011944

Hospital Appointments

Jupiter Medical Center, Jupiter, FL, 1991-2007

Palm Beach Gardens Medical Center, Palm Beach Gardens, FL, 1991-2007

Chair, Dept. of Oral and Maxillofacial Surgery, 1999-2004

St. Mary's Hospital, West Palm Beach, FL, 1991-2000

Good Samaritan Medical Center, West Palm Beach, FL, 1990-1996

Mt. Sinai Medical Center, New York, NY, 1986-1989

Beth Israel Medical Center, New York, NY, 1986-1989

Academic Appointments

Clinical Instructor, Mt. Sinai Medical Center, 1986-1989

Clinical Instructor, Beth Israel Medical Center, 1986-1989

Hospital Committees

Surgery Services, Palm Beach Gardens Medical Center, 1999-2004

Emergency Room, Jupiter Medical Center, 1992-1994

Emergency Room, Palm Beach Gardens Medical Center, 1992-2001

Critical Care, Palm Beach Gardens Medical Center, 1992-2001

Emergency Preparedness, Good Samaritan Medical Center, 1991

Cleft Palate, Dept. of Speech Pathology, Mt. Sinai Medical Center, 1986-1989

Dental Phobia, Dept. of Dentistry, Mt. Sinai Medical Center, 1986-1989

Business Certification

Emotional & Social Competency Inventory, Hay Group, 2015
Cultural Orientations Model, Cultural Orientations Indicator Certification, TMC,
Berlitz Corporation 2013
Certificate of Financial Management, Florida Atlantic University, College of
Business, 2008
Certificate of Investment Management, Florida Atlantic University, College
Business, 2008
Strictly Business: The Dale Carnegie Immersion Seminar, 2008

Volunteer Work

St. Mark's Episcopal Church Endowment Committee, Palm Beach Gardens, FL
St. George's Soup Kitchen, Rivera Beach, FL
Mama Ada Foundation, Ziwa, Kenya,

Personal

Married with two daughters.