

David J. Segarnick, PhD
Rutgers Biomedical & Health Sciences (RBHS)
New Jersey Medical School/Graduate School of Biomedical Sciences
Adjunct Assistant Professor, Department of Pharmacology, Physiology & Neuroscience



Biography

David has been a leader in the healthcare medical education and communications for more than 20 years, having held senior management and strategic planning positions. David has extensive medical education and communications experience in major therapeutic areas, with product pre-launch and launch experience in the areas of anesthesiology, anti-infectives, cardiovascular disease (including VTE/PE), chronic pain, endocrinology/diabetology, gastroenterology, hematology, men's health, obstetrics/gynecology, oncology, orthopedics, rheumatology, neurology, and psychiatry.

David has worked with the American College of Cardiology as medical strategist spearheading educational grant development across all of the ACC's clinical pathways to support cardiovascular disease education for their annual and regional meetings.

David's graduate school and postdoctoral training was at the NYU School of Medicine and the New York Veterans Affairs Medical Center in neuropharmacology. As an adjunct assist professor, Pharmacology, Physiology & Neuroscience, Rutgers Biomedical & Health Sciences (RBHS), New Jersey Medical School/Graduate School of Biomedical Sciences, he teaches a course in pharmacology and drug marketing to multidisciplinary graduate students interested in learning how basic science/pharmacology is applied to drug development and product differentiation. David has held several academic positions in the past, having served on the faculty in the department of psychiatry at the NYU School of Medicine, Bellevue Hospital, and the New York Veterans Administration Medical Center. David has authored more than a dozen articles in peer-reviewed medical journals and has contributed several chapters in medical textbooks. David moderates more than 12 advisory boards, workshops and scientific platform development meetings each year and is a frequent guest speaker.

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CAREER HISTORY AND ACCOMPLISHMENTS

LehmanMillet (division of Precision for Value) <u>Chief Medical Strategist</u>	2014 – Current
MedEvoke (division of Medisys Health Communications) <u>Chief Medical Officer/Managing Partner</u>	2011 – Current
TERRAVATION LLC Healthcare/Pharma Strategic Consulting <u>President</u>	2008 – Current
Rutgers Biomedical & Health Sciences (RBHS) New Jersey Medical School/Graduate School of Biomedical Sciences <u>Adjunct Assistant Professor, Department of Pharmacology, Physiology & Neuroscience</u>	2004 – Current
Course instructor:	
From Molecules to Medicine	2004 - 2012
Pharmacology & Drug Marketing	2013- Current
IMPACT COMMUNICATIONS (a division of THE IMPACT GROUP, NYC) <u>Chief Medical Officer/Managing Partner</u>	1996-2008
PHYSICIANS WORLD COMMUNICATIONS GROUP Secaucus, NJ <u>Vice President/Director Editorial & Medical</u>	1992-1996
WANG ASSOCIATES HEALTH COMMUNICATIONS, NYC <u>Senior Vice President, Director of Medical Communications</u>	1990-1992
MANNING, SELVAGE AND LEE (DMB&B), NYC <u>Vice President, Director for Science and Medical Affairs</u>	1987-1990
NYU SCHOOL OF MEDICINE/VA MEDICAL CENTER <u>Research Assistant Professor, Department of Pharmacology and Psychiatry</u>	1985-1987

EDUCATION

Post-Doctoral Fellowship in Neuropharmacology New York University School of Medicine Veterans Administration Medical Center Department of Psychiatry	1985-1986
Ph.D., Doctor of Philosophy in Pharmacology New York University School of Medicine	1985
M.S., Master of Science in Neurochemistry New York University School of Medicine	1981
B.A., Bachelor of Arts in Biology Bard College	1978

PROFESSIONAL ACCOMPLISHMENTS

Grant Support

- Veterans Administration Merit Review 1985-1987 (Co-Principal Investigator), "Novel Therapeutic Strategies for Alcoholism and Aging"

Professional Societies and Licensure

- American Association for the Advancement of Science
- New York Academy of Sciences
- Drug Enforcement Administration (controlled substance registration)

Conferences and Presentations

ExL Pharma 3rd Annual Pharmaceutical & Medical Device CME Grants

"Strategies for Identifying Educational Needs and Developing Compliant Requests-for-Proposals"

Congress on Essential Fatty Acids and Prostaglandins

"Differential Effects of Ethanol on Human Platelet Prostanoid Synthesis: Precursor - and Pool - Dependent Specificity"

Society for Neuroscience

"Lazaroids in the Treatment of Head Injury, Spinal Trauma and Stroke"

American Psychiatric Association Annual Meeting

"Cardiovascular Complications of Anxiety Disorders"
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PUBLICATIONS

Segarnick, D.J., Traficante, L.J., Maple, W.T. Ferguson, J.B. Effects of Chronic Lithium Treatment on Concanavalin A Binding to Rat Striatal Membranes. Experientia, 35:655, 1979.

Rotrosen, J., Mandio Cordasco, D., Segarnick, D.J., Traficante, L.J., Gershon, S. Ethanol and Prostaglandin E1: Biochemical and Behavioral Interactions. Life Sciences, 26:1867, 1980.

Mandio Cardasco, D., Segarnick, D.J., Rotrosen, J. Human Platelet Phospholipid Methylation. Life Sciences, 29:2299, 1981.

Segarnick, D.J., Rotrosen, J., Mandio Cordasco, D. Biochemical and Behavioral Interactions Between Alcohol and Prostaglandin E1, in: Clinical Uses of Essential Fatty Acids, Eden Press, Montreal, D.F. Horrobin (ed.), p. 175-190, 1982.

Serby, M., Segarnick, D.J., Mandio Cordasco, D., Rotrosen, J. Piracetam Reduces Alcohol Withdrawal in Mice Without Potentiating Alcohol Sedative Effects. Alcoholism: Clinical and Experimental Reserach, 6:4, 1982.

Mandio Cordasco, D., Wazer, D., Segarnick, D.J., Lautin, A., Lippa A., Rotrosen, J. Phospholipids and Phospholipid Methylation in Platelets and Brain. Presented at the meeting of the American College of Neuropsychopharmacology, San Diego, California, November 1982. Psychopharmacology Bulletin, Vol 18, 1982.

Lautin, A., Mandio Cordasco, D., Segarnick, D.J., Lippa, A., Meyerson, L.R., Benson, D., Rotrosen, J. Red Blood Cell Phospholipid Ratios in Schizophrenic and Control Populations. Life Sciences, 31:3051, 1982.

Wazer, D. Mandio Cordasco, D., Segarnick, D.J., Wood, L., Mason, M., Rotrosen, J. Norepinephrine Stimulated Phospholipid Methylation in Rat Cerebral Cortices: Fact or Artifact? Life Sciences, 32:2535, 1983.

Segarnick, D.J., Mandio Cordasco, D., Agura, V., Copper, N., Rotrosen, J., Gamma - Linolenic Acid Inhibits the Development of the Ethanol - Induced Fatty Liver. Prostaglandins Leukotrienes and Medicine, 17 (3):277, 1985.

Segarnick, D.J., Mandio Cordasco, D. Rotrosen, J. Prostanoid Modulation (Mediation?) of Certain Behavioral Effects of Ethanol. Pharmacology, Biochemistry and Behavior, 23:71, 1985.

Segarnick, D.J., Ryer, H., Rotrosen, J., Precursor - and Pool - Dependent Differential Effects of Ethanol on Human Platelet Prostanoid Synthesis. Biochemical Pharmacology, 34(8):1343, 1985.

Rotrosen, J., Segarnick, D.J., Wolkin, A. Essential Fatty Acids and Prostaglandins as Drugs in the Treatment of Alcoholism in: Phospholipids in the Nervous System, Livina Press, Padova, Italy, L.A. Horrocks, G. Taffano and L. Freysz (eds.) 1986.

Wolkin, A., Segarnick, D.J., Sierkierski, J., Mandu, M., Horrobin, D., Rotrosen, J. Essential Fatty Acid Supplementation During Early Alcohol Abstinence. Alcoholism: Clinical and Experimental Research, 11(1):87, 1987.

Segarnick, D.J., Steroids, American Association of Occupational Health Nurses Journal, 35(6):286, 1987.

Segarnick, D.J., and Rotrosen, J. Essential Fatty Acids, Prostaglandins, and Nonsteroidal Antiinflammatory Agents: Physiological and Behavioral Interactions. Alcoholism: Clinical and Experimental Research, 13(1):19, 1987.

Segarnick, D.J., Head Trauma and Psychiatric Illness: Is There A Connection? Journal of Psychosocial Nursing, 27(2):5, 1989.

Raffa, R.B., Pergolizzi, J.V., Segarnick, D.J. and Tallarida, R.J. Oxycodone Combinations for Pain Relief. Drugs of Today, 46(6):379, 2010