



Richard Citrin, Ph.D., MBA, *OPEN MINDS* Senior Associate is an accomplished executive with extensive management experience in managed care and provider organizations. He brings expertise in operations, contracting, program development and strategic planning. Before joining the *OPEN MINDS* team, Dr. Citrin was the vice president of EAP and Worklife Services at the University of

Pittsburgh Medical Center, which was housed within Community Care Behavioral Health. Dr. Citrin transformed the EAP into an integrated product offering, expanded their program services and increased the customer base and budget while maintaining program profitability. He undertook a strategic evaluation of UMPC Health Plans product offering within Health Promotion and improved the effectiveness of their operations. Dr. Citrin also led technology implementations, which included clinical and billing software, web based service offerings and call center technology and customer delivery models.

Professional Highlights

- Vice President of Community Care Behavioral Health, Employee Assistance and Worklife Services, UPMC
- Vice President of Health and Productivity Solutions, Corphealth (Humana)
- President & Founder of Iatreia Institute
- Assistant Professor and Psychologist, Texas Christian University
- Clinician and Community Educator, Community Mental Health Center of Lancaster County

As vice president with Corphealth (now Lifesynch, a subsidiary of Humana), Dr. Citrin established the State of Arkansas EAP and behavioral health services for state employees and teachers and assisted in the development of behavioral health disease management and health promotion services. He also provided national EAP services to Burlington Northern Santa Fe Railway, targeting alcohol and drug services with mental health care management for employees, and developed mental health disability care service model in collaboration with BNSF's medical department.

Areas of Expertise

- Operations management
- Process and quality improvement
- Program evaluation and research methods
- Regulation and audit management
- Financial management

demand for group practice models of care, he was among the first group of health care professionals to develop managed care contracts with leading behavioral health carve out and health insurance organizations.

Dr. Citrin was the founder and president of Iatreia Institute in Fort Worth, Texas, which was the largest privately held ambulatory behavioral health clinic in the Dallas-Fort Worth area. In response to market

Dr. Citrin's accomplishments also include receipt of the Disability Management Specialist Commission Quality Award on behalf of UPMC, Leadership Pittsburgh, Class XXIV, and the Employee Assistance Program Association EAP Award for Quality Excellence on behalf of Burlington Northern Santa Fe Railway. He is a licensed psychologist with the states of Pennsylvania and Texas. Dr. Citrin has an MBA from the University of Dallas, and a Ph.D. from the University of Nebraska-Lincoln. He also has numerous publications and presentations regarding health promotion and wellness, workplace productivity, healthcare delivery, and mental and behavioral healthcare.