

## Emergency Physician Leadership Award to Be Presented at Ohio ACEP Emergency Medicine Assembly to Baruch Fertel, MD, FACEP

Columbus, OH—The Ohio Chapter of the American College of Emergency Physicians (Ohio ACEP) is pleased to announce that the recipient of the 2019 *Emergency Physician Leadership Award* is **Baruch Fertel, MD, FACEP**, a tireless promoter of quality care and patient safety, a respected role model for clinicians, and a dedicated mentor of emerging physician leaders.

The Emergency Physician Leadership Award was established to recognize outstanding leadership in emergency medicine. Recipients of this award have served as role models to colleagues and/or chapter members, and his or her personal leadership attributes include, but are not limited to: inspiration, innovation, teamwork, and service.

Dr. Baruch Fertel—an attending emergency physician at Cleveland Clinic and Assistant Professor of Medicine at Cleveland Clinic Lerner College of Medicine of Case Western Reserve University—is a remarkable physician who embodies each of these qualities.

Dr. Fertel has a wide variety of leadership roles, showing the breadth and depth of his expertise. He has led Cleveland Clinic's response to the opioid epidemic and helped to operationalize the use of opioid alternatives. He also developed a course for providers to speak with patients about opioids and helping providers find the language to "say no" in a healthy, patient-centric way. His multi-disciplinary and data-driven efforts have been instrumental in reducing inappropriate opioid prescriptions at Cleveland Clinic.

As Information Technology Medical Director for Emergency Services, Dr. Fertel has worked to streamline electronic medical records for Cleveland Clinic, making the records easier to use and helping to reduce the documentation burden for emergency physicians, which is often cited as a major cause of burnout.

Dr. Fertel is committed to emerging physician leaders and has promoted a mentorship program in which physicians in their first years of practice can pair up with an experienced physician for coaching and support. He has also developed a number of awards programs to recognize provider excellence.

Dr. Fertel was nominated for the Leadership Award by his Cleveland Clinic colleague, Dr. Judith Welsh. In her nomination letter, Dr. Welsh praised Dr. Fertel as an outstanding clinician, a role model for all providers, a true leader in emergency medicine, and "one of the brightest, hardest-working physicians I know."

The Emergency Physician Leadership Award will be presented to Dr. Fertel on March 20, at the Ohio ACEP Emergency Medicine Assembly in Columbus. Congratulations to Dr. Baruch Fertel on his well-deserved honor!

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Ohio ACEP is a state medical specialty society representing emergency medicine physicians with more than 1,500 members. For more than 40 years, Ohio ACEP has served the state's emergency physicians through tireless advocacy, nationally recognized continuing medical education, and physician leadership development.

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**Baruch Fertel, MD,  
FACEP**  
Recipient of the 2019  
Emergency Physician  
Leadership Award