



The Lukaszewski Group

Management Consultants
In Communications

EXPERIENCE SUMMARIES

HEALTHCARE / MEDICAL / PHARMACEUTICAL ISSUES

James E. Lukaszewski, *ABC, APR, Fellow PRSA*, has a particularly strong background in the healthcare, hospital, medical, and pharmaceutical industries.

He's been associated with hospitals, clinics, healthcare providers, and medical and pharmaceutical products manufacturers since his college days. While attending the University of Minnesota College of Pharmacy (two years), he conducted experiments on the effects of ferrous iron using laboratory animals. He also served as a prosector to two pathologists and as a medical/surgical and psychiatric orderly. While working toward a degree in political public relations, he worked for four years as a detailman for Bristol Laboratories, Division of Bristol Myers.

He has been a consultant to various healthcare providers and their legal counsel, including:

- Community blood centers
- Health and life insurance companies
- HMOs
- Hospitals (private, public, academic, NFP, FP)
- Hospital associations
- Medical associations
- Medical product manufacturers
- Medical schools
- Nursing home operator's association
- Pharmaceutical companies
- PPOs

He has coached and counseled physicians, medical administrators, and institutional executives involved in:

- Angry neighbor issues
- Anti-trust action
- Celebrity activists
- Celebrity physicians
- Chemical dependency and addiction programs
- Civil litigation
- Community relations problems
- Executive compensation
- FDA investigations
- Labor relations/negotiations/organizing/decertification
- Launching heart and organ transplant and replacement programs
- Managing emotionally-disturbed children
- Media-related investigative situations

- Consent orders
- Congressional testimony
- Controversial legislation
- Counteracting activist opposition
- Criminal prosecution
- Disease outbreaks
- Disgruntled employees
- Downsizing
- Medicaid misconduct
- Merger/consolidation strategy
- New cooperative medical services
- Organ transplantation
- Plant shut-downs
- Recalls/tampering/product investigations
- Scientific misconduct
- Terrorism

He has also:

- Coached executives of provider organizations to deal with high-profile negative legislation, activist, and media attacks
- Developed community response plans
- Directed the communications strategy in labor negotiations
- Designed and conducted crisis simulations and exercises for major companies and organizations (including pharmaceutical companies)

A partial list of medical issues on which he has provided counsel includes:

- *60 Minutes, 20/20, Dateline* investigations
- Adverse legislation/public policy
- AIDS
- Angry neighbors
- Anti-corporate activist action
- Animal rights/animal use in research
- Application Integrity Policy (AIP) audits, FDA
- Blood
- Celebrity patients
- Civil and criminal litigation
- Community/organized opposition
- Competition
- Controversial affiliates
- Employee dissatisfaction
- Environmental problems/medical waste
- Ethics issues
- Gift cadaver utilization
- Government investigations
- Grand jury investigations
- Healthcare costs
- Mad cow disease
- Media investigations
- Medical malfeasance
- Medical malpractice
- Medical testing
- Medicare/Medicaid fraud investigation/prosecution
- Mergers/acquisitions/takeovers
- Negotiations/strikes/walkouts/lock-outs
- Patent/licensing controversies
- Physician attitudes and perceptions
- Privatization of hospital facilities
- Scientific misconduct
- Surgical contamination
- Terrorist attack
- Troubled communication programs
- Xenotransplantation