

MARK PATRICK MARTZ, PhD, MPA

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- Grant Management
 - Tobacco Control
 - Public Health
 - Strategic Planning
 - Fundraising
 - Project Management
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EDUCATION

Arizona State University Tempe, Arizona
Doctor of Philosophy 2013
Public Administration & Policy

Doctoral Dissertation

Community Benefit: Hindering or Improving Community Health – Analysis of a Nonprofit Hospital System and the Communities Served. UMI/ProQuest.

Wichita State University Wichita, Kansas
Master of Public Administration 2007
Public Administration & Public Health

Wichita State University Wichita, Kansas
Bachelor of General Studies 2005
Psychology

PROFESSIONAL EXPERIENCE

University of Arizona Phoenix, Arizona
Mel & Enid Zuckerman College of Public Health

Director, Arizona Center for Tobacco Cessation 2018 – present

- Develop, implement, and assess the Center’s strategic plan to guide strategic allocation of \$1.8M annual budget.
- Supervise 5 direct reports who oversee 24 FTE.
- Serve as Principal Investigator for a 5-year interagency services agreement between the University of Arizona and the Arizona Department of Health Services and a 5-year Centers for Disease Control and Prevention National Tobacco Control Program grant.

Assistant Professor of Practice 2018 - present
Department of Health Promotion Sciences

- Supervise multiple undergraduate, graduate, and doctorate-level students’ research and translational science internship projects.
- Teach Nicotine Dependence and Treatment Interventions, Spring 2022.

Arizona Department of Health Services
State Public Health Department.

Phoenix, Arizona

Office Chief, Tobacco Prevention & Cessation

2017 – 2018

- Managed a \$15.5 million budget to direct all statewide tobacco control initiatives including youth prevention education, adult cessation programming, statewide partnerships, and media and marketing initiatives.

Project Coordinator, Healthy People Healthy Communities IGA

2015 – 2018

- Project managed the Healthy People Healthy Communities Intergovernmental Agreement, a 5-year, \$62 million collaboration between the state public health department and 14 county health departments to implement tobacco, chronic disease, health in all policies (HAPI), public health accreditation, maternal and child health, family planning, and teen pregnancy prevention initiatives across Arizona.

Program Manager, Health in Arizona Policy Initiative (HAPI)

2015 – 2018

- Managed the Health in Arizona Policy Initiative (HAPI) program, a statewide policy, systems, and environmental change partnership between the state health department and 14 county health departments.

Policy Consultant

2013 – 2015

- Provided in-depth analysis of federal and state policy and the extent to which policy may impact the Department, statewide programs and partners, and community stakeholder initiatives.

St. Joseph's Hospital and Medical Center

Phoenix, Arizona

600 bed acute care multi-specialty nonprofit hospital.

Senior Histotechnologist

2008 - 2013

- Prepared over 4,000 patient specimens for review and diagnosis by surgeons, residents, and pathologists.
- Designed laboratory policies to improve workplace efficiency and effectiveness to positively impact patient care.
- Supervised training of incoming pathology residents in laboratory policy and procedure, specimen processing, and autopsy dissection.

Via Christi Health System

Wichita, Kansas

Nonprofit health system operating hospitals in Kansas and Oklahoma.

Research Specialist

2007

- Prepared research documents for use in public policy-health care agenda setting.
- Conducted health care research illustrating the historical evolution of health care policy change at a national level to inform state policy directives.

- Facilitated group discussion as it related to health care policy issues and their potential impact on Via Christi Health System and member hospitals.

Conlee Consulting Group, LLC

Wichita, Kansas

Legislative affairs firm representing clients in Kansas for 30 years.

Legislative Consultant

2006 - 2007

- Monitored Kansas House and Senate Committee Hearings and Legislative Sessions, tracked all health care legislation and legislation that pertained to statewide health care reform efforts.

Via Christi Regional Medical Center

Wichita, Kansas

400 bed, Level 1 Trauma, acute-care nonprofit hospital.

Coordinator – Surgical Pathology & Autopsy Service

2005 - 2006

- Supervised daily operation of surgical pathology laboratory and autopsy suites on St. Francis and St. Joseph’s campuses.
- Developed policies and procedures that positively impacted patient care.
- Created intra-hospital and community policy and procedure that improved communication between hospital and community stakeholders.
- Directed a \$100,000 renovation of the St. Francis Hospital autopsy suite.

PUBLICATIONS & DISCLOSURES

Peer-Reviewed Publications

Brady, B. R., Martz, M., Grogg, T. M., O’Connor, P., & Nair, U. S. (2021). Medicaid-Insured Client Characteristics and Quit Outcomes at The Arizona Smokers’ Helpline. *Journal of Behavioral Health Services & Research*. DOI 10.1007/s11414-021-09756-2.

Martz, M. & Tanniru, M. (2019). A Proposed Architecture to Sustain Public-Private Partnership - The Case of the Arizona ASHLine. In J. Khuntia, X. Ning, & M. Tanniru, *Theory and Practice of Business Intelligence in Healthcare* (pp. 185-199). IGI Global.

Martz, M.P., Humble, W., Nabor, C., & Waddell, V. (2015). Applying Transparency and Quality Measurement to Improve Newborn Screening: Lessons Learned from Arizona’s Transit Time Project. *Journal of Public Health Management and Practice*, 21(2):217-219.

Presentations

A Blockchain Solution to Coordinate Smoking Cessation Services. Blockchain Technology Symposium 21, University of British Columbia. June 4, 2021.

Lung Cancer Screening, Harms and Dangers of Tobacco Use, and How to Implement the Ask, Advise, Refer Model in your Practice or Program. A Breath of Knowledge: A Lung

Cancer Webinar Series for Providers. American Cancer Society, Arizona Department of Health Services, American Lung Association. April 13, 2021.

A Blockchain Solution to Coordinate Smoking Cessation Services. International Conference on Public Health. Navrachana University, Centre for Public Health. March 24 – 26, 2021.

Applying Health Literacy to Improve Health Outcomes. Institute for Healthcare Advancement. Health Literacy Conference. August 26, 2020.

COVID-19: How Smoking Can Increase Your Risk. Short form video co-produced with the University of Arizona Health Sciences Communications Department. July 20, 2020: [COVID-19: How Smoking Can Increase Your Risk | Health Sciences Connect \(arizona.edu\)](https://www.arizona.edu/healthsciencesconnect/covid-19-how-smoking-can-increase-your-risk)

Conference Papers

Martz, M. (2019). *Care delivery model using intermediary in public health – Role of blockchain for smoking cessation*. 2019 Health Information Technology Symposium (HITS), Munich, Germany, December 15, 2019.

Martz, M. (April 2014). *Community Benefit and Health Reform*. Presentation: The 56th Annual Conference of the Western Social Sciences Association, Albuquerque, New Mexico.

Martz, M. (April 2012). *Community Benefit: Improving or Hindering Community Health*. Presentation: The 54th Annual Conference of the Western Social Science Association.

Glaser, M., Martz, M., Hennessey-Harris, S. & Jacobsen, L.T. (2007) *Exploring the Viability of Community-Based Healthcare Networks in the United States: Community Attachment, Coproduction, and Willingness to Pay*. Presentation: “Leading the Future of the Public Sector” The Third Transatlantic Dialogue, Newark, Delaware. (Co- author paper and conference presented by Dr. Mark Glaser).

Professional Reports

Martz, M., Ruelas, D., Ruberto, I., Lasee, A., Ampadu, L. & Weiss, E. (2017). *Arizona 50 State Review on Opioid Related Policy*. Arizona Department of Health Services. Phoenix, AZ. Available at: <http://www.azdhs.gov/documents/prevention/womens-childrens-health/injury-prevention/opioid-prevention/50-state-review-opioid-related-policy.pdf>

Disclosures

Tech Launch Arizona, INV20-285, UA20-041, A Blockchain Solution to Connect Individuals to Health Promotion Services Outside a Clinical Setting. Approved, August 21, 2019.

ACADEMIC & PROFESSIONAL CONTRIBUTIONS

University of Arizona

2019 – 2021

Faculty Advisor: Serve as faculty advisor to the University of Arizona Smoke Free Wildcats Club.

University of Arizona

2019 – 2020

Mel and Enid Zuckerman College of Public Health - Tucson

Internship Advisor: Provided supervision and guidance in support of Ms. Heena Timsina's internship as part of her MPH degree program requirements.

University of Arizona

2019 – 2024

Mel and Enid Zuckerman College of Public Health - Tucson

Faculty Advisor: Serve as faculty advisor to Ms. Niraly Patel, PhD student, Health Behavior Health Promotion.

University of Arizona

2019 – 2020

Mel and Enid Zuckerman College of Public Health - Phoenix

Faculty Mentor: Provide mentorship to Ms. Jessica Flitcroft, MPH student.

University of Arizona

2019 – 2020

Mel and Enid Zuckerman College of Public Health - Phoenix

Faculty Preceptor: Supervised Brandon Howard, MPH student internship project titled, *Arizona Center for Tobacco Cessation Business Plan and Strategic Plan Improvement*.

University of Arizona

2019 – 2022

College of Medicine – Phoenix

Scholarly Project Supervisor: Supervising Ms. Corinne Maryssa Spires, UA COM-Phoenix medical student's four-year scholarly project titled, *Perceptions and Attitudes towards Electronic Cigarette Use in Rural and Urban Pre-Adolescents*.

Grand Canyon University

2020 – 2021

Master of Public Health Program

Field Experience Site Preceptor: Serve as a virtual site preceptor to Ms. Brandee Colter, MPH student.

University of Arizona

Spring 2018

Mel and Enid Zuckerman College of Public Health - Phoenix

Adjunct Faculty: Taught online, graduate level course in Health Systems Delivery.

University of North Carolina – Pembroke

2017 – 2018

Political Science & Public Administration

Adjunct Faculty: Taught online graduate courses in Comparative Health Systems, Health Administration & Organization, and Health Policy. Supervised one Independent Study.

- Grand Canyon University*** 2016 – 2018
College of Humanities & Social Sciences
Subject Matter Expert: Provided consultation to the revision of the College’s Master of Public Administration program and Health Care Administration concentration courses.
- University of Arizona*** 2015 – 2019
College of Medicine – Phoenix
Scholarly Project Supervisor: Supervising medical student’s four-year scholarly project exploring the relationship between enactment of state opioid policy allowing peace officers and emergency medical technicians to administer naloxone and changes in opioid overdose rates in Arizona.
- University of Arizona*** 2016 – 2017
Mel and Enid Zuckerman College of Public Health
Site Supervisor: Supervised Master of Public Health capstone project investigating the relationship between issuing opioid prescriber report cards and observed changes in opioid prescribing practices in Arizona.
- Arizona State University*** Spring 2015
School for the Science of Health Care Delivery
Site Supervisor: Supervised a five-month graduate capstone research project investigating the relationship between changes in state Medicaid policy and emergency department utilization in Arizona.
- Arizona State University*** Spring 2014
School of Nutrition & Health Promotion
Site Supervisor: Supervised a five-month undergraduate internship program; developing content focused on the student’s interest in learning more about the intersection of health policy and public policy research.
- Arizona State University*** Fall 2013
School of Public Affairs
Instructor: Taught Urban and Metropolitan Studies, an online course introducing upper-level undergraduate students to a range of topics related to the evolution and current state of urban environments.
- Arizona State University*** Fall 2011
School of Public Affairs
Contemporary Policy Issues
Teaching Assistant: Served as assistant for Contemporary Policy Issues, an online course introducing upper-level undergraduate and graduate-level students to a variety of topics as they relate to current public policy development and social interaction.
- Arizona Biomedical Research Centre*** Fall 2017
Scientific Peer Reviewer: Scientific Peer Review for Grant Application #ADHS17-00007401/7403, Research to Improve the Health of All Arizonans.

- *Improving Lower-Limb Rehabilitation and Assistance with a Soft Robotic Exosuit (Quote #45243).*
- *Non-invasive Detection of Melanoma Using Graphene-enhanced Raman Spectroscopy (Quote #45709).*
- *An Ultra-sensitive and Low-cost Diagnostic for Valley Fever (Quote #46079).*

SELECTED GUEST LECTURES

The University of Arizona – Tucson
February 28, 2019, HPS 306: Drugs and Society
E-cigarettes

The University of Arizona College of Medicine – Phoenix
January 25, 2016
Public Health Policy

Arizona Healthcare and Hospital Association
June 9, 2015
Health Reform and Arizona

GRANT WRITING

- **Principal Author:** Request for Proposals for Tobacco Cessation Services. Maine Department of Health and Human Services, May, 2021. Competitive, with a total award amount of \$2,200,000 provided to serve as the quitline vendor for the state of Maine. The Arizona Center for Tobacco Cessation was not selected.
- **Principal Author:** Alabama Department of Public Health Tobacco Prevention and Control Program. Request for Applications, Alabama Tobacco Cessation Quitline. September, 2020. Competitive, with a total award amount of \$920,647,000 provided to serve as the quitline vendor for the state of Alabama. The Arizona Center for Tobacco Cessation was not selected.
- **Principal Author:** Request for Proposals for Tobacco Cessation Services. Hawaii Tobacco Prevention and Control Trust Fund, Hawaii Community Foundation. June, 2020. Competitive, with a total award amount of \$1,173,723 provided to serve as the quitline vendor for the state of Hawaii. The Arizona Center for Tobacco Cessation was not selected.
- **Principal Author:** National and State Tobacco Program: CDC DP20-2001. Semi-competitive, with a year one award of \$254,000- and second-year award of \$305,000 to fulfill the scope of work developed in partnership with the Arizona Department of Health Services Office of Tobacco Prevention and Cessation. The Arizona Center for Tobacco Cessation was successful in securing this award.
- **Principal Co-Author:** Substance Abuse and Mental Health Services Administration, First Responders – Comprehensive Addiction and Recovery Act Cooperative Agreement, SP-17-005. Semi-competitive, Arizona Department of Health Services was awarded \$784,790 to develop a statewide first responder naloxone education and

implementation program with the University of Arizona Center for Health Discovery and Innovation, The University of Arizona Center for Rural Health, and the Arizona Peace Officer Standards and Training Board.

- Principal Author: U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance, BJA-2016-9201, Harold Rogers Prescription Drug Monitoring Program. Competitive, 5 awards given. Arizona Board of Pharmacy received \$400,000 to enhance the Arizona's Prescription Drug Monitoring Program (PDMP).
- Principal Co-Author: Centers for Disease Control and Prevention, Prescription Drug Overdose Prevention for States, RFA-CE15-1501. Semi-competitive, 16 total grants awarded. Arizona Department of Health Services received \$900,000 to implement a state-wide prescription drug education program.

SERVICE TO COMMUNITY

- Volunteer, Madison Heights Elementary Dad's Club, 2021.
- Board Member, Preserving Community Aquatics, 2013 to present.
- Endurance Athlete, Fundraiser, Volunteer, 31 Heroes/One Team One Fight, Travis Manion – Navy SEAL Foundation, 2011 to 2014.
- Committee Member, Arizona Partnership for Healthy Communities, 2015 to 2017.
- Grant Reviewer, The Arizona Parents Commission on Drug Education and Prevention Grant Program, Arizona Governor's Office for Children, Youth, and Families, 2010.
- Volunteer, United States Department of Veteran's Affairs – Carl T. Hayden Medical Center, 2007.
- Boys Soccer Coach, American Youth Soccer Association and Sedgwick County Soccer Association, 2000 to 2005.

AWARDS

- Arizona Department of Health Services, Division of Prevention Services, Excellence in Service Award, November 2017.
- Arizona Department of Health Services, Division of Prevention Services, Employee of the Month, November 2015.
- Desert Diamond Award for Service, St. Joseph's Hospital and Medical Center, 2012.
- Graduate Student Research Grant, ASU School of Public Affairs, 2008-2010.
- Via Christi Regional Medical Center, Star Award for Community and Vision, 2006.
- Via Christi Regional Medical Center, Star Award for Service, 2004.

PROFESSIONAL DEVELOPMENT

- *Project Management Training*, 40 Contact Hours, University of Arizona Continuing and Professional Education, 26-30 January, 2021.