

Henri J. Roca III, MD
DABHM, DAAFP, ACU, RYT, NCBMT, CCH

Mail: 7204 Sequoyah Lane, North Little Rock, AR 72116
DOB: 11/12/1960
Birthplace: New Orleans
US Citizen

Mobile: (225) 266-8051

MEDICAL DIRECTOR , PROGRAM DIRECTOR, AND EDUCATOR

Physician, executive and teacher committed to improving individual and community health through holistic integrative medical and lifestyle healing approaches. Visionary founder of several organizations devoted to the practice and teaching of holistic medicine. Energetic leader with wide experience serving and organizing in communities with diverse cultural, income and educational profiles. Clinician expert in Family Medicine, Integrative Medicine, Health Coaching, and Functional Medicine focusing on optimizing health and facilitating behavior change

SUMMARY OF QUALIFICATIONS

- **Medical:** Board-certified physician, licensed in Arkansas, Louisiana, Connecticut and West Virginia (inactive); diplomate of boards in family medicine and holistic medicine. Focus on public health and wellness from a community perspective, emphasizing lifestyle and integrative holistic medical treatments in optimizing health and wellness. Experience providing care in a culturally sensitive manner to a culturally diverse population of patients of all educational levels. Practices acupuncture, hypnotherapy, and biofeedback. Certification in Functional Medicine, registered Yoga Teacher, Licensed Massage Therapist (inactive)
- **Leadership and Managerial:** Lead staff and volunteers as medical director. Create multimillion dollar budgets, direct personnel and set performance goals. Take leadership role in organizational development, marketing and public relations. Develop health, treatment and educational programs. Executive Committee of national academic integrative medicine organization and holistic medicine professional organization.
- **Public Health:** Worked with government agencies in areas such as HIV prevention and investigation of public health near Superfund sites. Communicated with local populations on contamination risks. Wrote and received grants; raised funds from private sources.
- **Educational:** Clinical instructor of medical students and residents at leading medical schools, and tireless public speaker on wide range of health topics. Invited guest lecturer providing continuing medical education to physicians, dentists and nurses.
- **Public Profile:** Well-known New Orleans television and radio personality; regular interaction with public through the media. Credible spokesperson on integrative functional medicine and public health issues. Proven ability to communicate with social, civic and professional groups.

PROFESSIONAL APPOINTMENTS

- Program Director, Leadership and Education Program for Students in Integrative Medicine, Academic Consortium of Integrative Medicine and Health
- Past Chair, Louisiana Board of Medical Examiners, Complementary and Alternative Medicine Advisory Group.
- Past Executive Committee member Consortia of Academic Health Centers with Integrative Medicine.
- Past Co-Chair, Education Working Group, Consortia of Academic Health Centers with Integrative Medicine.
- Former Board Member, American Holistic Medical Association, focusing on community outreach
- Past member, West Virginia Board of Massage Therapy

- Mentor, Institute for Functional Medicine

TEACHING APPOINTMENTS

- Assistant Professor, University of Arkansas for Medical Sciences, Department of Family Medicine
- Clinical Assistant Professor, Louisiana State University School of Medicine, Department of Family Medicine, New Orleans, LA. Founder, Division of Integrative Medicine.
- Clinical Instructor, Yale University School of Medicine, New Haven, CT.
- Assistant Clinical Professor, Division of Preventive and Integrative Medicine, Marshall University School of Medicine, Huntington, WV.

PROFESSIONAL EXPERIENCE

PROGRAM DIRECTOR, Leadership and Education Program for Students in Integrative Medicine

2007-present

Academic Consortium of Integrative Medicine and Health

- Participant and mentor (2007-2013), co-director (2014), director (2015)
- Created schedule, recruited participants, coordinated with site
- Wrote small group leadership curricula
- Included non-MD/DO healing professions

PROGRAM MANAGER, Integrative Medicine Patient Aligned Care Team

CHIEF, Integrative Medicine

Central Arkansas Veterans Administration Healthcare System, Little Rock, Ar

2013-pres

- Responsible for Integrative Functional Medicine Primary Care Program for Chronic Pain
- Managed/coordinated team members and collaborators
- Provided holistic, integrative, functional medicine as primary care and as a consultant
- Developed program for co-morbid PTSD and Pain
- Created Integrative Medicine Program across CAVHS
- Designed Integrative Medicine and Wellness wing of CAVHS Hospital
- Created and lead the Functional Medicine and Whole Health training program for IMW providers
- Battlefield Acupuncture Trainer
- Facilitated policy documents for Acupuncture, Movement and Mindfulness
- Co-Chair of the Whole Health Committee

MEDICAL DIRECTOR, Greenwich Hospital Center for Integrative Medicine, Greenwich, CT. **2007 – 2013**

- Clinical physician providing holistic, integrative, functional medicine as primary care and as consultant
- Managed employees and contractors in a multimillion dollar center. During 2008-2009 recession, encounters increased 30% while costs decreased 20%.
- Created and tracked capital and operational budgets. Record of meeting organizational goals at or under budget.
- Develop medical programs including men's health, children's health, women's health, elder health, musculoskeletal health, detoxification protocols and stress reduction.
- Direct and participate in public relations initiatives with schools, corporations and the public.
- Develop health and wellness programs and outreach to schools and businesses; document results.

- Manage team that has raised seven-figure development funds in four years.
- Supervised chiropractor, massage therapist, acupuncturists, yoga teachers
- On Staff at Greenwich Hospital ongoing

CHIEF, Division of Integrative Medicine, LSU School of Medicine, **2003 – 2007**
Department of Family Medicine, New Orleans, LA.

- Clinician providing holistic functional primary medical care to all individuals
- Created division and implemented medical student and resident Complementary and Alternative Medicine (CAM) education. At inception of division, CAM education was elective, but is now included in several basic science courses.
- Mentor of Integrative Medicine Student Interest Group, today the largest special interest group in the LSU School of Medicine. Initial membership of 20 has grown to 125, or over 31% of the student body.
- Lecturer in Wellness Medicine, Integrative Medicine, and Functional Medicine.
- Course Director of CAM elective, health promotion and self care courses.
- Co-Medical Director of LSU Student Homeless Clinic and LSU Student Women’s Clinic.
- Received American Medical Student Association grant for medical student CAM education.
- Received grant for research in using supplements to reconstitute immune system in HIV disease.
- On Staff (expired) at Kenner Regional Medical Center, Lindy Boggs Medical Center, Charity Hospital

PHYSICIAN LEAD FOR HIV SERVICES, EXCELTH Family Health Center, New Orleans, LA. **2003 – 2005**

Lead physician for HIV services, responsible for patient care, wellness services, and project development.

- Provided clinical services in east New Orleans and at City of New Orleans Algiers Clinic and St Bernard Clinic
- Wrote and received grant for HIV Prevention Services and HIV Early Intervention Services (EIS).
- Participated in New Orleans Regional AIDS Planning Council (NORAPC).

LEAD PHYSICIAN AND PROJECT DIRECTOR, Ryan White Services, **2001 – 2003**
Capitol City Family Health Center, Baton Rouge, LA.

Ryan White Title III (Capacity Building and EIS Services) Project Director. Total Ryan White funds: \$1,100,000.

- Responsible for patient care, business development and grant oversight (Ryan White and benign prostatic hyperplasia collaborative clinics).
- Developed wellness prescription, resulting in significant decrease in hypertension among patients.

CDC ENVIRONMENTAL MEDICINE PROJECT, New Orleans, LA. **2000**

Investigated the health effects in a population living above a Superfund landfill in the New Orleans 9th Ward.

- Provided counseling and wellness suggestions as well as allopathic evaluation.

SECRETARY, West Virginia Board of Massage Therapy, Charleston, WV. **1999 – 2001**

- Responsible for regulation of the field of massage, including establishing requirements for massage education.

ASSISTANT CLINICAL INSTRUCTOR, Division of Preventive and Integrated Medicine, **1997 – 2001**
Department of Family and Community Health, Marshall University School of Medicine, Huntington, WV.

- Clinical supervision and education of medical students and residents.
- Lectured on various complementary medicine topics.

RESIDENT FAMILY PRACTICE, University Physicians and Surgeons, **1998 – 2000**
Cabell Huntington Hospital, Huntington, WV.

Hospital, emergency room and clinical patient care.

- Completed studies of health effects of:
 - Mountain top mining,
 - Living above Superfund site (1,500 residents), including community and professional education,
 - Living near a petroleum refinery (400 residents).
- Met with members of Office of Administrative Management at the NIH and at University of Maryland to promote Marshall University as a site of national multi-center trials.

INTERN FAMILY PRACTICE, University Physicians and Surgeons, **1997 – 1998**
Cabell Huntington Hospital, Huntington, WV.

- Met with World Bank and Pan American Development Bank to promote consideration of health impact of development projects.

CORRESPONDENT, Graffiti Newspaper (WV's largest independent newspaper), **1999 – 2001**
Parkersburg, WV.

- Managed monthly write-in column on integrated medicine.
- Wrote monthly column on complementary therapies.

EXECUTIVE EDITOR AND PUBLISHER, *Connections* Magazine, the voice of the **1998 – 2005**
Wholistic Wellness Network.

Magazine focuses on educating the public about integrated approaches to healing.

- Coordinated layout and arranged advertising support, resulting in increase of advertising space from zero to 50% of magazine pages. During this period, total magazine pages rose from four to 28 per issue.
- Developed distribution, which grew from 100 copies to 20,000 copies per issue.
- Regularly contributed articles on integrated healthcare including diabetes, hypertension, hypercholesterolemia, arthritis, dementia, atopy, asthma, ADHD, congestive heart failure, otitis media, prostate health and menopause, among others.

COURSE DIRECTOR for Palpatory Anatomy and Vibrational Healing, **1995 – 1997**
Blue Cliff School of Therapeutic Massage, New Orleans, LA.

COURSE DIRECTOR, Clinical Hypnotherapy, Biofeedback and Botanical Medicine, **1995 - 1997**
LSU School of Medicine.

Courses were sponsored by the Complementary Medicine Discussion Group.

SENIOR HYDROGEOLOGIST, Burk-Kleinpeter Inc., New Orleans, LA. **1993 – 1997**
Responsible for soil and groundwater investigation and cleanup. Worked part time while attending LSU School of Medicine.

- Assessed landfills, superfund sites and industrial sites contaminated with metals, hydrocarbons and lead.
- Provided expert witness review of lead exposure data.

ASSOCIATE DIRECTOR, Tetra Tech Inc. San Francisco, CA. **1990 – 1993**

Promoted from Manager, Hazardous Waste Division. Responsible for human resources management, public relations, business development, technical oversight and quality control.

- Expert in environmental risks to soil, groundwater and air, including heavy metals, asbestos, organic solvents, pesticides and petroleum hydrocarbons.
- Facilitated growth of office from \$875,000 to \$7.3 million over four years.
- Managed cleanup and risk assessment for massive landfill and risk assessment for dredge and landfill.
- Communicated with community on hazardous waste risks relating to redevelopment, in a highly charged political environment.

- Managed cleanup and investigation of multiple sites with petroleum contamination.
- Provided expert witness testimony relating to petroleum contamination.

EDUCATION

Internship and Residency in Family Practice, 1997-2000, Marshall University School of Medicine, Department of Family and Community Health, Huntington, WV.

Doctor of Medicine, 1997, Louisiana State University School of Medicine, New Orleans, LA.

Bachelor of Arts and Master of Arts, 1978-1982, Washington University, St. Louis, MO.

Helms Institute of Medical Acupuncture, 2003-2004.

Center for Mind Body Medicine, 2006-2008.

Institute for Functional Medicine, 2007-ongoing.

LICENSES AND CERTIFICATIONS

Licensed Medical Doctor, Arkansas Board of Medicine

Licensed Medical Doctor, Louisiana Board of Medical Examiners.

Licensed Medical Doctor, Connecticut Board of Medicine.

Licensed Medical Doctor (inactive), West Virginia Board of Medicine.

Licensed Medical Doctor (past), Ohio Board of Medical Examiners.

Licensed Acupuncturist, Louisiana Board of Medical Examiners.

Certified, Institute for Functional Medicine

Diplomate of the American Board of Holistic Medicine.

Diplomate of the American Academy of Family Physicians.

ORGANIZATIONS

Member, Institute for Functional Medicine

Consortia of Academic Health Centers for Integrative Medicine

COMMUNITY LEADERSHIP

VICE-CHAIR, Medical Policy Committee, Service Delivery Committee and **2003-2005**
Member Title I Ryan White New Orleans Regional AIDS Planning Council.
Provided advice on distributing over \$7,000,000 in federal funds for care of HIV affected individuals.

FOUNDER AND PRESIDENT, Board of Directors, Wholistic Wellness Network. **1997-2005**
Community-based non-profit organization with 501 (c) 3 status designed to educate the public about topics relating to wellness and integration of allopathic and complementary medicine.

- Began with 13 members in Huntington, WV. Now networked across the state and the nation, with two chapters in New Orleans, one each in Baton Rouge, Lafayette and Gulfport, and other locations in Louisiana and Mississippi.
- Initiatives include corporate wellness seminars, seminars designed for high school students, healing herb gardens, referral and educational materials, quarterly newspaper and regional workshops.

FOUNDER AND PRESIDENT, LSU Student Clinics. **1993 – 1997**

Volunteer-based, student-operated clinic at local homeless shelter. Funded by AAFP. Volunteers were required to commit to four years.

- Created strategic, organizational and administration plan, and obtained funding streams.
- Provided clinical experience for freshmen.
- Expanded clinic to serve homeless pediatric population.

FOUNDER AND PRESIDENT, LSU Complementary Medicine Discussion Group. 1995 – 1997

Originally supported by Stanley Scott Cancer Center, then moved to Office of the Chancellor.

- Founded organization integrating physicians, students and community members of all schools at the LSU Medical Center.
- Created courses in hypnosis, biofeedback and botanical medicine.
- Facilitated talk by Brian Weiss, MD, on past-life regression.
- Facilitated LSU's sponsorship of Bernie Siegel at the Life Source Expo.
- Integrated LSU resources with local outreach organizations such as Care for the Caregiver.

VICE-PRESIDENT, Board of Directors, Jefferson Ballet Theater, Kenner, LA. 1994 - 1997

Member of the founding board of community ballet troupe designed to improve access to dance in Jefferson Parish.

- Created Alicia Alonzo Scholarship for financially challenged students interested in dance.
- Prepared and received two \$10,000 grants from State of Louisiana to increase access for schoolchildren to performances and to invite nationally known performers to work with the students.

APPOINTED TO SOUTH LOUISIANA ARTS COUNCIL, New Orleans, LA. 1995

- Disbursed over \$500,000 in grants to local organizations.

AWARDS

- Chancellor's Award, LSU School of Medicine, for overall excellence in scholarship, leadership, health promotion and community service.
- Ciba-Geigy Award for Community Service and Academic Excellence, LSU School of Medicine.
- Humanism in Medicine Award for excellence in patient-centered care and mentoring medical students. Awarded to one faculty member each year.

KEYNOTES

Make keynote speeches an average of 4-5 times per month. Examples include:

- *Achieving Radiant Health*, Aspen Symposium AccessCircles.
- *The Importance of Mental Health*, Greenwich Symposia AccessCircles.
- *The Intersect Between Optimal Healing and Optimal Learning*, American Dental Educators Association.
- *Functional Medicine for the Dental Professional*, American Dental Educators Association
- *Integrative Functional Women's Health*, American Dental Educators Association
- *Energy Medicine: Applications and Ramifications*, Tusculum College, St. Joseph's Hospital.
- *Relative Realities: Transforming Anecdotes into Case Studies*, Second Annual Regional Wholistic Wellness Network conference.
- *Toward an Integrated Wellness Delivery System*, American Holistic Nurses Association.

- *Listening to the Land, Lessons from Indigenous Healers*, Wholistic Wellness Network, First National Convention.

GRAND ROUNDS AND INVITED CONTINUING EDUCATION

Examples include:

- *Psychobiology of Stress*, Greenwich Hospital Medical Staff.
- *Creating a Health Coaching Functional Medicine Model for Wellness*, VA Integrative Health Coordinating Center
- *Functional Medicine Approach to Optimizing Fascia Health*, Arkansas Association of Advanced Practice Nurses
- *Optimizing Wellness in the Face of Chronic Pain*, Arkansas Association of Advanced Practice Nurses
- *An Integrative Approach to Stress and Anxiety*, Yale School of Medicine, Integrative Medicine Group.
- *Holistic Integrated Medicine to Optimize Wellness*, Yale CAM Research Conference.
- *An Integrated Approach to Diabetes*, LSU University Medical Center Family Medicine.
- *An Integrated Approach to Depression*, LSU UMC Family Medicine.
- *An Integrated Approach to Chronic Pain*, LSU UMC Family Medicine.
- *An Integrated Approach to Hypertension*, LSU UMC Family Medicine.
- *An Integrated Approach to Fibromyalgia*, Fairfield Chiropractic Association.
- *An Integrated Approach to HIV Care*, Delta AETC, American Holistic Nurses Association, Annual HIV Southern regional Meeting.
- *Evidence-Based CAM*, LSU Family Medicine Update.
- *New Approaches for Pain Management*, LSU Family Medicine Update.
- *Epidemiology of CAM*, LSU School of Medicine.
- *Cross Cultural Medicine*, LSU School of Medicine.
- *Botanical Medicine*, Our Lady of the Lake College, Woman's Hospital Continuing Medical Education (CME), Acadiana CME.
- *Wellness Prescription: Journey toward Optimal Functioning*, LSU School of Medicine.
- *A Survey of Complementary Therapies*, LSU School of Medicine.
- *Integrating Healing into Medicine*, Spinal Cord Injury Nurses Convention.
- *An Integrated Approach to Inflammatory Bowel Disease*, Marshall University.
- *An Integrated Approach to Pain Management*, Marshall University.
- *A Complementary Medicine Primer*, James Cook University, Australia.
- *Rural Health as a Culturally Specific Specialty*, James Cook University.
- *An Integrated Approach to Death and Dying*, Marshall University.
- *Applications of Complementary Medicine to Community Health*, West Virginia University.
- *Evidence-Based Integrated Medicine*, Point Pleasant Hospital.
- *Complementary Approaches to Substance Abuse and Recovery*, Prestera Center.
- *An Integrated Approach to Fibromyalgia*, Cabell Huntington Hospital.
- *Deep Listening as a Healing Tool*, Our Lady of Lourdes Hospital.
- *Complementary Medicine for Wellness during HIV/AIDS*, Delta Region Aids Education and Training Center.

LECTURES

Delivered hundreds of talks and lectures to universities, corporations and community groups. Examples include:

- *Holistic Weight Loss*, Morgan Stanley Financial Advisors.
- *Sarcopenia and Stamina*, Greenwich Water Club.
- *The Importance of Stress Reduction in Integrative Medicine*, Yale University, Greenwich Hospital.
- *Spirituality and Later Life*, Greenwich Center for Aging.
- *Women's Health – Hormones, Stress, and Restoring Balance*, Greenwich Hospital.

- *Food Allergies And Sensitivities*, Greenwich Hospital.
- *Cutting Edge Detoxification Programs*, Greenwich Hospital.
- *Household Toxins*, Greenwich Hospital.
- *The Toxicity of Heavy Metals*, Greenwich Hospital.
- *Enhancing Peak Performance*, Greenwich Public Library.
- *The Wintertime Moody Blues, a New Look at Depression*, Greenwich Hospital.
- *Holistic First Aid*, Greenwich Hospital.
- *Holistic and Integrative Treatment of Multiple Sclerosis*, Greenwich Hospital, AccessCircles.
- *The Hormone Balancing Act*, Greenwich Hospital, AccessCircles, Darien Club, Greenwich Water Club.
- *An Integrative Approach to Bone Health*, Greenwich Community Center.
- *Seeing the Heart from the Inside Out*, Belle Haven Yacht Club.
- *Holistic Treatment of Colds and Flu*, Greenwich Hospital, Darien Cares, Brunswick School.
- *The Adolescent Brain*, Eagle Hill School.
- *The Adolescent Female*, Greenwich Academy.
- *Optimizing Health During Childhood and Adolescence*, Darien High School, Greenwich High School.
- *The Developing Brain*, Whitby School, The Stanwich School.
- *Our Adolescents Are Stressed Out*, Sacred Heart School.
- *Ready 4 the Return – Operation Iraqi Freedom*, New Orleans.
- *Ready 4 the Return – Katrina*, Lafayette, Baton Rouge, New Orleans, Gulfport.
- *Developing the Basis of Research*, New Orleans.
- *Servant Leadership*, Our Lady of Lourdes Hospital.
- *Therapeutic Massage*, Marshall University.
- *Community Health Promotion*, Marshall University.
- *Massage for Pregnancy*, Cabell Huntington Hospital.
- *Toward an Integrated Medicine*, Social Service Roundtable; Milton Rotary.
- *Vibrational Healing*, Blue Cliff School of Massage Therapy.
- *Vibrational Massage*, Wholistic Wellness Network.
- *Building Community Based Wellness*; Lewisburg, Beckley, Charleston, Morgantown, Clarksburg and Wheeling (WV); New Orleans, Baton Rouge and Lafayette (LA); Gulfport, MS.
- *Mind/Body/Spirit Medicine*, St. Mary's Hospital.
- *Hypnotherapy*, St. Mary's Hospital.
- *Magnetic Therapy for Health*, Wholistic Wellness Network, HealthSouth Rehab Hospital.
- *Integrating Complementary Medicine in your Practice*, St. Mary's Hospital, Marshall Nursing School.
- *Integrated Approach to Cardiovascular Health*, Wholistic Wellness Network.
- *Energy Medicine*, Wholistic Wellness Network.
- *Toward a Living Dialogue for Wellness*, Wholistic Wellness Network.
- *To Be or Not To Be, Integrated Medicine at a Crossroads*, Our Lady of Lourdes Hospital.
- *Spirituality and Healing*, Marshall University.
- *The Healing Power of Prayer*, Marshall University.

MEDIA APPEARANCES

- Monthly show on WWL-Channel 4, New Orleans, LA, answering questions from public on health matters.
- Regular appearances on WGSO, New Orleans, LA.
- Regular appearances on WGCH, Greenwich, CT
- Appearances on WWL radio, New Orleans, LA

ADDITIONAL INFORMATION

Interests include travel, music, indigenous traditions and chaotic organizations and processes.