

Get to Know NYCPM's Staff: Joel Sturm, BA
Chief Operating Officer and VP, Administration



"Every day is interesting and every day is different." After 19 years on the job, COO Sturm still relishes the daily challenges presented by his wide-ranging responsibilities at NYCPM, from operations, security and maintenance, human resources, information technology, FCNY administration and compliance, to developing multi-million dollar projects, working with other health and academic facilities, insurance carriers, law firms, liability issues and assisting the President. And that's just a summary!

Mr. Sturm received his BA from Brooklyn College, and took masters-level courses at Baruch College following his undergraduate studies. The son of Rabbi Ephraim H. Sturm, who taught ethics in the Department of Community Medicine at NYCPM for many years, the COO spent fourteen years at Empire Blue Cross/Blue Shield as an analyst in marketing and finance and management. He then served as a vice president at a boutique insurance brokerage before joining NYCPM in 1998 as an assistant to Mr. Levine, tasked with overseeing human resources and risk management. He was promoted over the years and became VP, Administration and then COO in 2012. He is a certified health consultant as well as a licensed insurance broker.

As the executive who supervises all aspects of risk management, he is the liaison to all legal matters, including discrimination, student concerns and Title IX compliance, as well as "anything that involves an outside firm," i.e., within the areas of health, liability, professional liability (malpractice), property, disability, and directors and officers insurance. Mr. Sturm points with pride to his management of the College-owned offshore medical malpractice insurance company called Podia Insurance Ltd., which the College established in 1982 due to the rise in malpractice insurance rates.

Among his notable accomplishments, Mr. Sturm is proud of the College IT Department, which he says has a good reputation in the field; of the College's savings of \$700,000 over the years in reduced liabilities; and of the staff we've hired in the last decade, which has one of the lowest turnover rates in our industry.

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In the future, Mr. Sturm would like to improve fundraising and scholarships. He sees a challenge in trying to figure out where health care and medical education in the U.S. are going – issues that he says won't be resolved for two decades. There will be many hurdles and challenges and opportunities for smart, creative and intelligent people in health care administration in the future, he says, adding that there will always be an important role for doctors.