



Richard M, ROSENFELD

Tell us a bit about your professional background

I am an academic ear, nose, and throat (ENT) department chair and residency program director at SUNY Downstate Medical Center in Brooklyn **with 30 years of clinical experience plus master's degrees in business in public health**. Having led many national and international societies, committees, and organizations, I have also helped define standards and best practices for medical care worldwide through 5 books, over 300 publications, and more than 900 presentations in 4 languages.

Why do you want to become a member of Cochrane's Governing Board?

As a Cochrane Board member, I would be privileged with a unique opportunity to guide the Collaboration's **future**, building on a 25-year legacy of impact and excellence. I have learned that trustworthy reviews are foundation for evidence-based care from my own experience in publishing 29 Cochrane Corners, 20 systematic reviews, and 18 clinical practice guidelines, plus mentoring 41 Cochrane Physician Scholars at 9 Colloquia and by serving as an editor for Cochrane ENT. By sharing my extensive prior experience as a director, trustee, or officer of national and international organizations, I hope to benefit Cochrane and related stakeholders, by improving the breadth, relevance, and accessibility of Cochrane reviews and other products.

What are Cochrane's key opportunities and challenges and what can the Board do to help address them?

A key opportunity is responding to stakeholder needs, especially guideline developers, with products that go beyond traditional reviews to include rapid reviews, scoping reviews, updated reviews, and overviews. These efforts could be enhanced with knowledge translation tools that help end-users better understand, identify, disseminate, implement, and adapt Cochrane products. Another opportunity is to increase awareness of Cochrane, and promote a **"Culture of Cochrane," among clinicians, professional health associations, and health policy groups** that all rely on current best evidence for informed healthcare decisions. A short-term challenge the Board has already begun to address is to reimagine and invigorate the US Cochrane Network following dissolution of the Center at Johns Hopkins University. Last, the Board must promote sustainability of the network by responding to ongoing financial and funding challenges.