

Steven V. Seekins, MPA

APR, Fellow, Public Relations Society of America

Steve Seekins is a Principal in the consulting firm of Lewton, Seekins & Trester, LLC, which is a leading strategic healthcare public affairs firm. He is the former Executive Vice President and Chief Executive Officer of the Society of Critical Care Medicine (SCCM). SCCM is an international multidisciplinary medical specialty society of over 10,000 critical care practitioners. Among its many activities the Society publishes Critical Care Medicine (CCM), the number one ranked purely critical care medical journal in the world, conducts an annual educational and scientific symposium attended by nearly 4,000 people and publishes numerous other scientific and educational documents. □

Prior to coming to SCCM Steve ran a management and communications consulting business in Chicago after 16 years as a senior executive with the American Medical Association (AMA). At the AMA his responsibilities included corporate strategic communications planning, public relations, corporate advertising, consumer publishing and consumer affairs. While at the AMA, he was at various times responsible for the AMA's Divisions of Communications, Radio, Television and Film Services, Federation Relations, Officer Services, American Medical News and developing the AMA's health system reform proposal Health Access American. He was co-developer of American Medical Television—an educational television programming service carried on Lifetime Cable network and later on CNBC. □

Prior to the AMA, Steve had his own communications and management-consulting firm, which specialized in managing political campaigns and building communications strategies for not-for-profit organizations. He was active in helping President Reagan become Governor of California. He is the former Director of the California Senate Republican Caucus staff and the former Executive Assistant to Senator Newton R. Russell. □

Steve is a graduate of the University of California at Los Angeles (UCLA) with a BA in political science. He holds a Masters degree in Public Administration from the University of Southern California

(USC). □

Steve is a member of numerous organizations including: The Public Relations Society of America (PRSA) where he is a past chair of the Health Academy and a former member of the national PRSA board. He is the former President of PRSA Chicago. He has been Chairman of the Board of The Media Institute, a not-for-profit media study and analysis group located in Washington, DC. He is a past member of the board and former President of Friendship Village, a retirement and long-term care facility in Schaumburg, Illinois and a past member of the Board of Solheim Lutheran Home in Los Angeles which is also a retirement and long-term-care facility. He is a past member of the American Society of Association Executives (ASAE) and the American Association of Medical Society Executives (AAMSE). □

Steve's work has been honored with two PRSA bronze anvil awards, four PRSA Health Academy MacEachern Awards and the 1990 Chicago Society of Association Executives (CSAE's) Management Excellence Award among many. He is an accredited member of PRSA and also a member of the PRSA College of Fellows. In 1991 he was named one of the five most admired health care public relations practitioners in the country by pr reporter, based on a nationwide survey done by that industry publication. In 1999 the PRSA Health Academy conferred on Steve its Frank J. Weaver Lifetime Achievement Award. In 1994 the American Medical Association conferred affiliate membership on Steve for having attained distinction in his field. □

Steve is married and the father of two adult children. He is a US Army veteran with service in the Republic of Vietnam. □

Contact Information: □

Voice phone: (818) 526-7753