

Name: Ricky Bitton Cohen

Date: November, 2021

ID: 039087978

PART A: CURRICULUM VITAE

1. **Personal Details**

Permanent Home Address:	Alon 43, Rakefet
Home Telephone Number:	04-6980526
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2. **Higher Education**

Undergraduate and Graduate Studies

Period of Study (month/year – month/year)	Name of Institution and Department	Degree
2003-2006	Graduate of the Faculty of Social Welfare and Health Science- University of Haifa and the Faculty of Medicine-Technion (Israel Institute of Technology, Haifa).	B.A in Nursing
2007-2009	Graduate of the School of Public Health- University of Haifa.	M.P.H
2016 - 2018	Dissertation (Thesis) for the School of Public Health-University of Haifa. Grade for Dissertation-95.	Thesis in public health
2018- 2021	School of Public Health- University of Haifa. Research subject: Developing a theoretical-applied model based on the "Positive Deviance Approach" for behavioral change in maintaining hygiene to reduce Healthcare Associated Infection (HCAI) rates in Israeli hospitals. (Haddasah Medical Center, Bnai Zion Medical Center, Rambam Health Care Campus).	PhD

3. Academic Ranks and Tenure in Institutes of Higher Education

Period (month/year – month/year)	Name of Institution and Department	Rank/Position Specify if full or percent part time
October 2018- 2020	Cheryl Spencer Dep. of Nursing. University of Haifa. (Multidisciplinary Health Informatics for Better and Safer Healthcare)	1. Digital course developer & course director 2. Lecturer
October 2019- Present day	Clinical Unit, the Cheryl Spencer Department of Nursing, University of Haifa.	Online nursing simulation coordinator
October 2020- 2021	Max Stern Yezreel Valley College (YVC)- Dept. of Nursing. (Seminar in qualitative research)	Part time Teacher
October 2021	Cheryl Spencer Dep. of Nursing. University of Haifa	Lecturer (Senior staff)

4. Scholarly Positions and Activities outside the University

Year	Memberships in Academic Professional Associations
2008-2011	Israel Pain Association
2009-2013	The Israeli Association of Infections Prevention and Control Nurses
2016- Present day	Positive Deviance Collaborative Association
2018- Present day	Sigma Organization (Global Nursing Excellence)
2021	SIGMA XI- The Scientific Research Honor Society

Year	Contributing to the Community
2016-Present day	Volunteering as a nurse in "United Hatzalah of Israel"- Volunteer Emergency Medical Service Organization. https://1221.org.il/
December 2020- Present day	Volunteering as a nurse in "VeAhavta Clinic"- Equal health to everyone. A clinic for people without medical insurance . https://www.veahavta-clinic.org.il/

Year	Other Scholarly Positions and Activities
2005-2006	Leading research on the influence of personality characteristics on pain perception and analgesic use in patients' post-surgery in the Surgical Division at Rambam Health Care Campus, Haifa.
2009-2010	Leading research on Peripheral Nerve Block in post-operative orthopedic patients in the Orthopedic department - Rambam Health Care Campus, Haifa (Presented at the divisional conference and was chosen to be the leading research in the surgical division).
2016- Present	Research Coordinator at the School of Public Health and The Health and at the Risk Communication Research Center- University of Haifa. (See research activities in section 8)
November 2019	Special Recognition Award by the State of Israel Ministry of Health and the National Center for Infection Control at the Innovation and Entrepreneurship in Infection Prevention Conference. Research project titled "Developing Strategies Based on the Positive Deviance Approach for Maintaining Infection Prevention Rules and Reduction of Hospital-Acquired Infections in Israeli Hospitals: An Applied Behavioral Model."
2019- Present	Archive Manager - Sigma Omega Lambda Chapter, Israel.

Year	Other Relevant Positions and Activities
2008-2012	Pain and Diabetes Nurse Coordinator in the Orthopedic department. Rambam Health Care Campus, Haifa.
2012-2014	Infection Prevention and Control Nurse Coordinator Epidemiological supervisor of eight departments in the surgical division. Infection Prevention and Control Unit- Rambam Health Care Campus, Haifa.
2012-2014	Clinical Instructor for students of nursing and new nurses, in the Orthopedic department- Rambam Health Care Campus, Haifa.
2014-2016	Training and Marketing Nurse in the field of stoma and wound care (advanced dressings and ostomy equipment). Designing a variety of training tools: presentations, brochures, organizing professional seminars and conferences, lectures. Philtel Pharmaceuticals Ltd, Israel.
2016- Present	Freelance Stoma and Wound Home Care Consultant nurse. Training manager - writing and editing training

	materials kits and marketing. Philtel Pharmaceuticals Ltd, Israel.
2018- Present	<p>Facebook Community Manager</p> <p>Manage virtual community named: "Positive Deviance Israel"- Following my doctoral research, I established a virtual community with the goal of involving Israeli health workers in positive exceptional practices in the field of infection prevention and in a variety of topics that promote health behaviors.</p> <p>https://www.facebook.com/positivedevianceisrael/</p>
2019- Present	<p>Facebook Community Manager</p> <p>Manage virtual community named: "DOCommunity"- Virtual community that was born on the initiative of 3 doctoral students from the University of Haifa (under "Haifa Grade Team" project), which aims to provide answers in the professional and social aspect, for all doctoral students studying in the city of Haifa.</p> <p>https://www.facebook.com/groups/2535234193256162</p>

5. Conferences

a. Participation in International Conferences - Held Abroad

Date (month/year)	Name of Conference	Place of Conference (city & country)	Subject of Lecture/Discussion	Role
November 2018	Annual Conference-International Meeting on Emerging Diseases and Surveillance (IMED)	Vienna, Austria	"What variables are associated with the public's willingness to take measures to maintain a hygienic hospital environment?"	Presented as a Poster
25-30 July 2019	Sigma's 30 th International Nursing Research Congress	Calgary, Alberta-Canada	"The Positive Deviance Approach for Preventing Healthcare Associated Infections Using Creative Solutions by Staff".	Presented as a Poster ##Prof. Anat- Gesser Edelsburg
27-30 May 2020	STTI 5 th Biennial European Conference	Coimbra, Portugal	"Discourse on hygiene between hospitalized patients and health care workers as an accepted norm: Making it legitimate to remind health care workers about hand hygiene".	Recorded lecture ##Prof. Anat- Gesser Edelsburg
22 - 26 July 2021	Sigma's 32nd International Nursing Research Congress	Singapore	"Positive Deviance (PD) Intervention: A Cross-Sectional Study of Infection Control and Prevention in Israeli Hospitals"	Oral Presentation ##Prof. Anat- Gesser Edelsburg
24 November 2021	7 th PhD Virtual Connect 2021	Genoa, Italy	"Developing a theoretical-applied model based on the "Positive Deviance Approach" to reduce Healthcare Associated Infection (HAI) rates in Israeli hospitals"	Oral Presentation

b. Participation in International Conferences - Held in Israel

Date (month/year)	Name of Conference	Place of Conference (city)	Subject of Lecture/Discussion	Role
July 2015	Annual Conference- The Annual Wound Care Conference.	Leonardo City Tower-Ramat Gan	"Extreme Biofilm-A synergistic war with Aquacel Ag + Extra"	Lecturer

c. Participation in Local Conferences

Date (month/year)	Name of Conference	Place of Conference (city)	Subject of Lecture/Discussion	Role
2010	Annual Conference- The Nursing Forum for Pain Relief -The Israeli Pain Association	Kfar Maccabiah conference center	"An innovative pain relief method-Continuous Peripheral Nerve Block (CPNB), in patients' post-Surgery in the Orthopedic unit- Rambam Health Care Campus, Haifa "	Lecturer
2013	Annual Conference- Association of Nurses to prevent infections.	Galilee Medical Center	"Promoting prevention of infections in hospital divisions'-A new model in the Surgical Division"	Lecturer
April 2014	Annual Conference- Surgical Division- Rambam Health Care Campus, Haifa.	The Palm beach-Akko	"Surgical Site Infection (SSI) - everything you wanted to know before, during and after surgery"	Lecturer
December 2018	Positive Deviance Israel Conference	University of Haifa	Developing a theoretical-applied model based on the "Positive Deviance Approach" to reduce Healthcare Associated Infection (HCAI) rates in Israeli hospitals.	Chair of a discussion
December 2020	Positive Deviance Israel Conference	Zoom Webinar	Applying "Positive Deviance Approach" in the Bedouin Community in southern Israel, to promote a safe environment for Bedouin children	Chair of a discussion

March 2021	"Nursing in Corona Time" The Cheryl Spenser Institute of Research-University of Haifa	Zoom Webinar	"A mixed-methods sequential explanatory design comparison between COVID-19 infection control guidelines' applicability and their protective value as perceived by Israeli healthcare workers, and healthcare executives' response"	Lecturer
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d. Organization of Conferences or Sessions

Year	Name of Conference	Place of Conference <small>(city & country)</small>	Subject of Conference	Role
December 2018	Positive Deviance Israel Conference	University of Haifa	Developing a theoretical-applied model based on the "Positive Deviance Approach" to reduce Healthcare Associated Infection (HCAI) rates in Israeli hospitals.	Organizing a session
December 2020	Positive Deviance Israel Conference	Zoom Webinar	Applying "Positive Deviance Approach" in the Bedouin Community in southern Israel, to promote a safe environment for Bedouin children	Organizing a session
July 2021	Earthquake Preparedness in Israel	Zoom Webinar	Perceptions and behavior of the Israeli public regarding earthquakes	Organizing a session

6. Invited Scholarly Lectures

a. In Israel

Year	Name of Forum	Place of Lecture (institute & city)	Subject of Lecture	Role
June 2017	Professional staff meeting	Philtel Pharmaceuticals Ltd, Israel	"Wounds, dressings, and everything in between"	Lecturer
April 2019	Professional staff meeting	Philtel Pharmaceuticals Ltd, Israel	"Updates on wound and stoma care"	Lecturer
August 2020	Health Promotion Course	Ono Academic College (For M.A Students)	"Health literacy - How to understand and use health information?"	Lecturer
August 2020	Health Promotion Course	Ono Academic College (For M.A Students)	"Introduction to Social Marketing"	Lecturer
September 2020	Professional staff meeting	Zoom Webinar for professional staff, invited by Philtel Pharmaceuticals Ltd, Israel	"From commercial marketing to social marketing and back"	Lecturer
April 2021	Professional meeting	Zoom Webinar for "Clalit Health Services" Nurses (Sharon Shomron District), invited by Philtel Pharmaceuticals Ltd, Israel.	'From traditional media to Dr. Google - how to understand and use health information in the age of abundance? "	Lecturer

7. Colloquium or Seminar Talks

Year	Name of Forum	Place of Lecture (institute, city, country)	Subject of Lecture
2019	Doctoral Students Forum	School of Public Health- University of Haifa	"Developing a theoretical-applied model based on the "Positive Deviance Approach" for behavioral change in maintaining hygiene to

Year	Name of Forum	Place of Lecture (institute, city, country)	Subject of Lecture
			reduce Healthcare Associated Infection (HCAI) rates in Israeli hospitals.
2019	"Haifa Grad Team" Unique forum for outstanding doctoral students. (acting as ambassadors of the University of Haifa, both within and outside the university)	The Graduate Studies Authority- University of Haifa	"Positive Deviance approach to prevent healthcare-associated infections- Barriers & Challenges"
2020	Doctoral Students Forum	School of Public Health- University of Haifa	"Deconstruction of central line insertion guidelines based on the positive deviance approach - reducing gaps between guidelines and implementation: A qualitative ethnographic research"
2021	Doctoral Students Forum	School of Public Health - University of Haifa	"What distinguishes positive deviance (PD) health professionals from their peers and what impact does a PD intervention have on behavior change: A cross-sectional study of infection control and prevention in three Israeli hospitals"

8. Research Grants

a. Grants Awarded

Years	Role in Research (PI, Co-PI, CI)	Other Researchers (Name & Role)	Title	Funded by	Amount	Relevant Publications
May 2017	Co-Investigator	Prof. Anat Gesser-Edelsburg #PI	Developing a model based on the Positive Deviance strategy, to prevent hospital-acquired infections in Israel.	The Israel National Institute for Health Policy Research	150,000 Nis	See publications Num. 1,5,6,8,9 (Part B)
October 2018	Co-Investigator	Prof. Anat Gesser-Edelsburg #PI	Earthquake Preparedness Experiment for Developing Strategies to Motivate the Israeli Public's Seismic Adjustment Behavior	Ministry of science and technology	---	See publications Num. 10 (Part B)
June 2019	Co-Investigator	Prof. Anat Gesser-Edelsburg #PI	Applying Positive Deviance Approach in the Bedouin community in southern Israel, to promote a safe environment for Bedouin children	Beterem - Safe Kids Israel	180,400 Nis	
August 2020	Co-Investigator	Prof. Anat Gesser-Edelsburg #PI	Development of health and risk communication strategies appealing to weakened and at-risk subpopulations in Israel during and after the Corona crisis	The Israel National Institute for Health Policy Research	180,000 Nis	

9. Teaching

a. Courses Taught in Recent Years

Years	Name of Course	Type of Course Lecture/Seminar/ Workshop/ Online Course/ Introduction Course (Mandatory)	Level BA/BSc/MA/MSc/ PhD/ etc	Number of Students
2011-2014	Clinical instructor	Clinical training	Nursing students during their internship year, and new nurses.	4-6
2012-2014	Infection Prevention and Control	Professional training for healthcare workers (Rambam Health Care Campus, Haifa)	B.A/M.A Registered nurses in all levels	20-50
2014-2017	Stoma and Wound Care	Professional Training Seminars	B.A/M.A Registered nurses in all levels	10
October 2019- Present day	"Health Informatics for better and safer healthcare"	Massive Online Open Course (MOOC)	MA	40-110
October 2020- Present day	Qualitative research in health settings	Research seminar	BA	25

10. Miscellaneous

a. Courses\Further education

2018: Certified NIH course- "Protecting Human Research Participants".

2013-2014: Certified Specialist Nursing -Infection prevention and control- Ministry of Health, Israel.

2010-2011: Certified Clinical Nursing instructor-The Center for Advanced Training- Rambam Health Care Campus, Haifa.

2008-2010: Training courses in the subjects of Diabetes, Pain, Electrocardiography

(ECG) and Advanced Cardiovascular Life Support (ACLS)

PART B: PUBLICATIONS

H-index:	5	Source: Google Scholar
Citation index:	91	Source: Google Scholar
ORCID number:	https://orcid.org/0000-0003-2868-9666	
Google Scholar link:	https://scholar.google.com/citations?hl=iw&user=RLICZXAAAAAJ	

A. Ph.D. Dissertation

Title:	Developing a theoretical-applied model based on the "Positive Deviance Approach" for behavioral change in maintaining hygiene to reduce Healthcare Associated Infection (HCAI) rates in Israeli hospitals.
Date of submission:	October 2021
Number of pages:	PhD publications (171 p.)
Language:	English
Name of supervisor:	Prof. Anat Gesser Edelsburg
University:	University of Haifa
Publications: item no. from the following list (for example: B2, D12, etc.)	1, 5, 13

B. Accepted for Publication

- Gesser-Edelsburg, A., Zemach, M., **Cohen, R.**, Salmon, A., Lowenstein, L., Shteinberg, D. (Epub June 5, 2018). What variables are associated with the public's willingness to take measures to maintain a hygienic hospital environment? *American Journal of Infection Control*. Rank 81/176 (Q2) in Public, Environmental & Occupational Health. IF:1.929; 5-year IF:2.211. pp=9.
- Gesser-Edelsburg, A., **Cohen, R.**, Mir Halavi, A., Zemach, M., van Heerden, V., Sviri, S., Benenson, S., Trahtemberg, U., Orenbuch-Harroch, E., Lowenstein, L., Shteinberg, D., Salmon, A., Moses, A. (2018). Beyond the hospital infection control guidelines: a qualitative study using the Positive Deviance approach to achieve efficacy and clarity. *Antimicrobial Resistance and Infection Control*. Vol. 7:124. Rank 31/180 (Q1) in Public, Environmental & Occupational Health. IF:3.568; 5-year IF:3.369.

3. Gesser-Edelsburg, A., Abed Elhadi Shahbari, N., **Cohen, R.**, Mir Halavi, A., Hijazi, R., Paz-Yaakovitch, G., Birman, Y. (2019). Differences in perceptions of health information between the public and health care professionals: A non-probability sampling questionnaire survey. *Journal of Medical Internet Research*. Vol. 21(7): e14105. Rank 1/25 (Q1) in Medical Informatics. IF:4.671; 5-year IF:5.735.
4. Gesser-Edelsburg, A., **Cohen, R.**, Zemach, M., Mir Halavi, A. Research Group. (2019, Epub July 27, 2019). Discourse on hygiene between hospitalized patients and healthcare workers as an accepted norm: Making it legitimate to remind healthcare workers about hand hygiene. *American Journal of Infection Control*. Rank 81/181 (Q2) in Public, Environmental & Occupational Health. IF:1.929; 5-year IF:2.211.
5. **Cohen, R.**, Gesser-Edelsburg, A., Singhal, A., Benenson, S., Moses, A. E. (2019). Deconstruction of central line insertion guidelines based on the positive deviance approach - reducing gaps between guidelines and implementation: A qualitative ethnographic research. *PLoS ONE*, 14(9): e0222608. Rank: 15/64 (Q1) in Multidisciplinary Sciences. IF:2.766; 5-year IF:3.352.
6. Gesser-Edelsburg, A., **Cohen, R.**, Diamant, A. (2019). Experts' views on the gaps in public health emergency preparedness in Israel: a qualitative case study. *Disaster Medicine and Public Health Preparedness*. Rank 137/181 (Q4) in Public, Environmental & Occupational Health. IF:1.220; 5-year IF:1.111. pp.=8.
7. Gesser-Edelsburg, A., **Cohen, R.**, Hijazi, R., Abed Elhadi Shahbari, N. (2020). Analysis of Public Perception of the Israeli Government's Early Emergency Instructions Regarding COVID-19: Online Survey Study. *Journal of Medical Internet Research*. Covid-19 Special Issue: Outbreak and Pandemic Preparedness and Management. Vol. 22(5):e19370. Rank 2/27 (Q1) in Medical Informatics. IF:5.034; 5-year IF:5.996.
8. Gesser-Edelsburg, A., **Cohen, R.**, Abed Elhadi Shahbari, N., Hijazi, R. (2020). A mixed-methods sequential explanatory design comparison between COVID-19 infection control guidelines' applicability and their protective value as perceived by Israeli healthcare workers, and healthcare executives' response. *Antimicrobial Resistance and Infection Control*. Vol. 9:148. Rank 37/193 (Q1) in Public, Environmental & Occupational Health. IF:3.594; 5-year IF:3.993.
9. **Cohen, R.**, Gesser-Edelsburg, A., Singhal, A., Benenson, S., Moses, A. E. (2020). What distinguishes positive deviance (PD) health professionals from their peers and what impact does a PD intervention have on behavior change: A cross-sectional study of infection control and prevention in three Israeli hospitals. *Epidemiology & Infection*. Vol 148: e259. Rank 85/186 (Q2) in Public, Environmental & Occupational Health. IF:2.047; 5-year IF:2.138.
10. Gesser-Edelsburg, A., Zemach, M., **Cohen, R.**, Miron-Shatz, T., Negev, M.,

- Mesch, G.S. (2021). The influence of new information that contradicts common knowledge about earthquake preparedness in Israel: A mixed methods experiment study. *PLoS ONE*. Rank: 15/64 (Q1) in Multidisciplinary Sciences. IF:2.766; 5-year IF:3.352. pp=18.
11. Gesser-Edelsburg, A., **Cohen, R.**, Mir Halavi, A., Zemach, M. (2021). Motivating healthcare professionals (nurses, nurse assistants, physicians) to integrate new practices for preventing healthcare associated infections into the care continuum: turning Positive Deviance into positive norms. *BMC Infectious Diseases*. Rank 52/93 (Q3) in Infectious Disease. IF:2.688; 5-year IF:2.960. pp.=25.
 12. Gesser-Edelsburg, A., **Cohen, R.**, Mir Halavi, A., Zemach, M. How to motivate healthcare professionals to integrate new healthcare-associated infections prevention practices on the care continuum: turning positive deviance into positive norms. *BMC Infectious Disease*. Rank 52/93 (Q3) in Infectious Disease. IF:2.688; 5-year IF:2.960. pp.=25.
 13. Gesser-Edelsburg, A., Alamour, Y., **Cohen, R.**, Abed Elhadi Shahbari, N., Hijazi, R., Orr, D., ... & Singhal, A. (2021). Creating safe spaces to prevent unintentional childhood injuries among the Bedouins in southern Israel: A hybrid model comprising positive deviance, community-based participatory research, and entertainment-education. *PloS one*, 16(9), e0257696. Rank: 15/64 (Q1) in Multidisciplinary Sciences. IF:2.766; 5-year IF:3.352.
 14. **Cohen, R.**, Gesser-Edelsburg, A., Singhal, A., Benenson, S., Moses, A. E. (2021). Translating a theory-based Positive Deviance approach into an applied tool: Mitigating barriers among health professionals (HPs) regarding infection prevention and control (IPC) guidelines. *PLoS ONE*, 14(9): e0222608. Rank: 15/64 (Q1) in Multidisciplinary Sciences. IF:2.766; 5-year IF:3.352.

C. Other Works and Publications

Cohen, R., Meisel, A., Tansky, A. (2010). CPNB-An Innovative Pain Relief Method in Patients after Orthopedic Surgery. *Pain Relief Forum. Israel Pain Association*.

D. Submitted for Publication

- E. Cohen, R.**, Gesser-Edelsburg, A., Singhal, A., Benenson, S., Moses, A. E. (2021). Translating a theory-based Positive Deviance approach into an applied tool: Mitigating barriers among health professionals (HPs) regarding infection prevention and control (IPC) guidelines. *PLoS ONE*, 14(9): e0222608. Rank: 15/64 (Q1) in Multidisciplinary Sciences. IF:2.766; 5-year IF:3.352.

F. Summary of my Activities and Future Plans

In my background I have a bachelor's degree in Nursing from University of Haifa since 2006, and M.P.H. from the School of Public Health since 2009. I completed a thesis in public health in 2018, and immediately accepted to a doctoral program under the supervision of Prof. Anat Gesser-Edelsburg.

I worked as a nurse for 9 years at Rambam Hospital, during which I held several positions: a nurse in the orthopedic department, a Pain and Diabetes Coordinator in the Orthopedic Department, a clinical instructor, and a managerial position of an Infection Prevention and Control Nurse Coordinator in the Surgical Division.

Since I had accepted for my doctoral studies, I am working as a Freelance Stoma and Wound Home Care Consultant Nurse and Training manager for "Flital Pharmaceuticals Ltd." Furthermore, I serve as the Research Coordinator at the Health and Risk Communication Research Center, lecturer in the nursing departments in Haifa and Jezreel Valley College, and Online Simulations Coordinator in the Clinical Unit.

I am currently in the advanced stages of writing my third article as part of my PhD to be submitted this coming October.

Following my CV, it can be seen that from 2007 where I started my professional path as a Registered Nurse, I directly continued my studies for a master's in public health.

Already in the early stages of my career, I recognized gaps and saw the necessity of combining research with practice. Especially in a profession that deals with human life and wellbeing, it is of immense importance to conduct research that will help solve issues that the field deals with on a daily basis. In fact, I was able to fulfill my dream in the place where my heart is, and combine theory and practice by conducting in-depth research work on a burning issue that health systems face on a daily basis.

My PhD research topic is "*Development of a Theoretical-applied Model Based on the Positive Deviance Approach (PD), for Behavioral Change in Maintaining Infection Control Guidelines and to Reduce Healthcare Associated Infection (HCAI) Rates in Israeli Hospitals*" and included complex data collection and intensive ongoing work

in three hospitals with managements, infection control units, and medical staff. This project required extensive clinical knowledge alongside high research abilities and skills and has practical and theoretical value for public health in reducing healthcare associated infections in three Israeli hospitals.

My future plans are to continue deepen the connection and academic research with the practice, expand the use of the PD approach to solve diverse complex problems in the health system together and under the supervision of nursing students. I deeply believe and based on the literature our health care system needs to learn to enlist the wisdom of community members from all sectors in order to establish their trust, involve them in decision-making processes and thus drive and accelerate behavioral change and improve health performance. In addition, I would like to complete a postdoctoral fellowship in a new area that has not yet been developed in Israel (and I and I devoted part of it in my doctoral dissertation) - Social Network Analysis (SNA). The power of social connections to influence health is one of the most pervasive consistent finding in the public health literature and used to strengthen health behaviour, therefor there is a great need to deep the research therefore it is necessary to expand and deepen this research in the Israeli context.

Sincerely,

Ricky