



## Edoardo Cervoni, M.D.

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<http://www.linkedin.com/in/cervoni>

Mobile: 07860598247

Dr Edoardo Cervoni - 70 Leyland Road - Southport - PR9 9JA - U.K.

### Medical Doctor

Innovative, Professional, Skilled.

### Personal details

I was born on 30/12/1969 (Italy). I am married with two children.

### Citizenship

Italian and British.

### Key skills

Excellent judgment and reasoning  
Keen interest in Science and Medicine  
Ability to keep updated with developments in patient care  
Integrity, grit, and sense of responsibility  
Excellent general semeiotic skills  
Specialist ENT skills  
Ability to work under pressure and make quick, clear decisions  
Ability to work consistently to high professional standards  
Ability to train, teach and supervise staff

### Professional registrations

2003, GMC UK (SR) ENT entry  
2002, Central Lancashire Medical Performers List (4377126-5NG)  
2002, GMC UK GP register entry  
2002, Medical Council of Canada 200201929  
2000, NZ Medical Council 28786  
1997, US Medical License 0-532-541-0  
1997, GMC UK 4377126  
1995, Ordine dei Medici Imperia 1633

### License to Practice & Appraisals

Yearly appraisals since 2003. Revalidation granted by the GMC in June 2013 and again in June 2018. Next revalidation due in 2023.

### Professional indemnity

Member of the MDS #00225

### Education

ENT Board Certification - University of Genoa, 2000 - 50/50 cum Laude  
MMO - Military School of Florence, 1995  
GP - State Exam Diploma - University of Genoa, 1994 - Full marks  
M.D. Degree - University of Genoa, 1994 - 110/110 cum Laude  
Bachelor of Science - Liceo Scientifico Sanremo, 1987

### Awards

1994 - Medal of the University of Genoa  
2009 - Marquis Who's Who in Medicine and Healthcare  
2015 - Marquis Who's Who in the World 2016  
2017 - Health Heroes Award - Lancashire Post  
2017 - Nominated Pulse Power 50  
2017 - Finalist "Pulse" GP of the Year  
2018 - Health Heroes Award - Lancashire Post (highly commended)

### Work experience

#### Locumdoctor4u Ltd Jan 2012 - Present

*Chief Executive Officer*

Embracing several clinical roles. Also, formerly ENT lecturer for the GPST teaching program at the Royal Preston Hospital and currently GP tutor at Central Park Surgery in Leyland.

#### Insurance Medical Group Apr12-Sep12

*Medical Expert*

#### Central Lancashire PCT NHS Oct 02-Jan12

*Full-Time Salaried GPwSI in ENT*

#### Ormskirk & District General Hospital 2003-2008

*ENT Hospital Practitioner*

#### Medacs Ltd. 2002

*Locum ENT*

#### McGill University Aerospace Medicine Dept, Montreal 2002

*PhD2 Neurophysiology*

#### Green Lane Hospital, Auckland 2000-2001

*Otology Fellow*

#### Auckland University Physiology Department, Auckland 2001

*Honorary Research Fellow*



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### University ENT Department, Genoa 1996-2000

ENT Specialist Registrar

### Gene Therapy Dept – CBA, Genoa 1998-2000

Intern Scholar

### University Dept. of Surgery, Tucson 1996

Visiting Scientist

### ASL1, Sanremo 1995-2000

GP locum and OOH Services

### Italian Army 1995-1996

GP Medical Director of the Regiment

### University Dept. of Plastic Surgery, Genoa 1994

M.D. Thesis: "Project and development of a VR microsurgical simulator"

### University of Genoa, Genoa 1989-1994

Clinical internships

## Academic activities

Since 2016 tutor at University of Manchester Medical ST1+old, Community approved year 5 assessors and CBME Year 5 Population Health.

## Non-clinical professional activities

2019 – Present: Member of the Sefton Local Medical Committee.

## Research activities

1992-1994 Dept Plastic Surgery, IST, Genoa: project and development of a VR microsurgical simulator.

1996-2000 ENT Dept, University of Genoa: several research projects with focus on the vestibular system.

1998-2000 Centre for Gene Therapy, CBA, Genoa: HPV infection in cancer of the larynx and culture of cholesteatoma cells.

2000-2001 Dept of Physiology, University of Auckland: expression of markers of noise exposure acoustic damage.

2001-2002 Dept of Physiology, McGill University: central adaptation to peripheral vestibular damage in macaca mulata.

2002–present Self-directed research activity. Clinical trials: Full Title: A study to evaluate the role of tacrolimus ointment (Protopic®) 0.1% in the treatment of chronic otitis externa. EudraCT Number: 2006-004441-42. Sponsor Protocol Number: UK-06-RG-63. Start Date: 2007-03-01. Sponsor Name: Southport and Ormskirk Hospital NHS Trust

## Recent Clinical Updates

2020 - Level 3 safeguarding training, BLS training  
2017 - CBME Prime year 4-5 Medical Students Uni of Manchester  
2015 - Clinical Neurology Hospital Training  
2015 - PRIMEGP Core training course

## Recent University Courses

2015 - PRIMEGP Core training course – University of Manchester  
2013 - Inspiring Leadership through Emotional Intelligence - Case Western Reserve University  
2013 - Competitive Strategy - LMU  
2013 - Grow to Greatness: Smart Growth for Private Businesses, Part I - Darden Business School  
2013 - Leading Strategic Innovation in Organizations - Vanderbilt University  
2013 - Foundations of Business Strategy - Darden Business School  
2013 - Start-up Boards: Advanced Entrepreneurship - Stanford University  
2012 - Model Thinking - University of Michigan  
2012 - Introduction to Sociology - Princeton University  
2012 - Introduction to Finance - University of Michigan

## IT skills

Very familiar with all the General Practice and OOH IT currently in use in the UK. Microsoft Office platform. MacBook Pro Software. HTML programming. SigmaStat. SPSS.

## Laboratory skills

DNA sequencing, gene delivery, microarrays, single-unit recording, surgical accesses to guinea pig middle and inner ear and related neurophysiology recording.

## Interests and Hobbies

Lifetime practicing sportsman across several disciplines, agonistic and non-agonistic, with National and International achievements. I have a broad range of interests including: Archeology, Arts, Economics, and Politics. I am an avid reader and I enjoy cooking. Voluntary work: I have been promoting healthy lifestyle in Primary Schools.

## Mentors, Inspirations, and Influences

*Sig.ra Marianna Mandarelli*: my grandmother. A widow of war. She was truly inspirational and guide for empathy, ethical values, nurturing relationships and joy of living.  
*Prof Alessandro Cervoni*: my father. A leader and a man of highest intellect and creativity. His morality, honesty and respect for others have crafted my personality.



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*Prof Rosalba Fortini*: my mother. An example of full dedication to the family and unconditional love. She infused me her passion for Classical Arts and History.  
*Lt Gen Francesco Cervoni*: my uncle. Former Chief of the Italian Army inspiring leadership, rectitude, passion, and dedication.  
*Prof Giacomo Balestra*: secondary school mathematics teacher who always encouraged me to push my limits.

## Books

1. Cervoni E, Cervoni A. *THE ITALIAN ECONOMIC MIRACLE: Post-WWII Industry and Economy in Ciociaria*. Independent pub (18 Aug. 2021). ISBN 979-8459477337
2. Cervoni E. *BIOSTATISTICS: Making Sense of Clinical Data* Independent pub (12 Nov. 2021). ISBN 979-8766386865
3. E Cervoni, K Leech. *ENT in Primary Care - A Concise Guide*. Springer 2017. ISBN 978-3-319-51987-6
4. E Cervoni. *La Sindrome di Ménière*. Asklepios Publisher 2014. ISBN 978-1-446-78865-3

## Papers

1. Edoardo Cervoni. Long-Haul COVID Clinics: a trip without a map. *Authorea*. May 10, 2021. DOI: [10.22541/au.162066490.08314741/v1](https://doi.org/10.22541/au.162066490.08314741/v1)
2. Edoardo Cervoni. Reduced flu activity during the COVID-19 pandemic. *Authorea*. March 29, 2021. DOI: [10.22541/au.161705135.51423393/v1](https://doi.org/10.22541/au.161705135.51423393/v1)
3. Edoardo Cervoni. Partially pigmented BCC of the neck: a challenging differential diagnosis with amelanotic melanoma. *Authorea*. March 22, 2021. DOI: [10.22541/au.161642382.25639811/v1](https://doi.org/10.22541/au.161642382.25639811/v1)
4. Edoardo Cervoni. Impact of TRT and HRT on Parkinson onset in men and women. *Authorea*. June 11, 2020. DOI: [10.22541/au.159191825.54171817](https://doi.org/10.22541/au.159191825.54171817)
5. Edoardo Cervoni. Frequent attenders in General Practice. *Authorea*. June 09, 2020. DOI: [10.22541/au.159172081.19291701](https://doi.org/10.22541/au.159172081.19291701)
6. Edoardo Cervoni. COVID19 lock-down impact on prevalence of acute otitis media. *Authorea*. June 04, 2020. DOI: [10.22541/au.159127119.92204982](https://doi.org/10.22541/au.159127119.92204982)
7. Edoardo Cervoni. Trends in diagnosis of tonsillitis during the Covid19 pandemic. *Authorea*. May 22, 2020. DOI: [10.22541/au.159018084.41587278](https://doi.org/10.22541/au.159018084.41587278)
8. Cervoni E. NHS discrimination of testosterone deficiency syndrome. *Trends in Urology & Men's Health* 2020 Apr;23-26.
9. Cervoni E. Painful blistering rash with punched-out lesions. *MIMS LEARNING DERMATOLOGY VOL 16, NO 1, 2020*. Page 20-21.
10. Cervoni E. Prolonging Life, but at What Price. *JAMA Otolaryngol Head Neck Surg*. Published online October 10, 2019. doi:<https://doi.org/10.1001/jamaoto.2019.2855>
11. Cervoni E. New prospective in chronic pain management. *Geriatric Medicine Journal* 2017 Dec; 16-18.
12. Cervoni E. QOF should be more about disease and risk factors prevention. *Br J Gen Pract*. 2012 Feb;62(595):69. doi: 10.3399/bjgp12X825067. PubMed PMID:22520769; PubMed Central PMCID: PMC3268472.
13. Mora R, Crippa B, Cervoni E, Santomauro V, Guastini L. Acoustic features of voice in patients with severe hearing loss. *J Otolaryngol Head Neck Surg*. 2012 Feb;41(1):8-13. PubMed PMID: 22498262.
14. Cervoni E. Auto-prescrizione e prescrizione a membri della famiglia di farmaci non controllati per disturbi minori: analisi etica. *Minerva Medicolegale* 2011; 131 (1):7-11.
15. Cervoni E. 'A man paints with his brains and not with his hands' (Michelangelo). *Gerontology*. 2011;57(6):572. doi 10.1159/000329859. Epub 2011 Jul 27. PubMed PMID: 21791897.
16. Cervoni E. The 'Pounds for Pounds' weight loss financial incentive scheme: an evaluation of a pilot in NHS Eastern and Coastal Kent. *J Public Health (Oxf)*. 2011 Sep;33(3):470-1. doi: 10.1093/pubmed/ffd046. Epub 2011 Jun 16. Erratum in: *J Public Health (Oxf)*. 2011 Dec;33(4):636. PubMed PMID: 21680605.
17. Cervoni E. Height and weight checks for children in primary care. *Br J Gen Pract*. 2011 Jan;61(582):65. doi: 10.3399/bjgp11X549081. PubMed PMID: 21402001; PubMed Central PMCID: PMC3020058.
18. Cervoni E. An audit of choosing and using the NHS Walk-in Centre in Skelmersdale, Lancashire, UK. *Fam Med*. 2008 Apr;40(4):236. PubMed PMID: 18382833.
19. R Mora, M Dellepiane, E Cervoni. Use of Tacrolimus in otitis externa. *The Internet Journal of Otorhinolaryngology*. 2007 Volume 7 Number 2.
20. Cervoni E. Impact of obesity. *Br J Gen Pract*. 2005 Dec;55(521):967-8. PubMed PMID: 16378572; PubMed Central PMCID: PMC1570536.
21. Cervoni E. Childhood URTIs. *Can J Rural Med*. 2004 Winter;9(1):47; author reply 47. PubMed PMID: 15603677.
22. Perria M, Moscolin M, Pardini L, Bonsignore AD, Cervoni E, Salami A. [Tests of auditory fatigue and their possible use in the prevention of occupational hypoacusia: apropos of a clinical case]. *G Ital Med Lav Ergon*. 2001 Oct-Dec;23(4 Suppl):89-95. Italian. PubMed PMID: 11822308.
23. Salami A, Dellepiane M, Cervoni E, Faga D. [Study of click-induced vestibule-sternocleidomastoid reflex recorded with surface electromyography]. *Acta Otorhinolaryngol Ital*. 2000 Dec;20(6):419-23. Italian. PubMed PMID: 11398679.
24. Cervoni E. High prevalence of hepatitis C antibody and RNA in patients with Sjögren's syndrome. *Semin Arthritis Rheum*. 2000 Feb;29(4):266. PubMed PMID: 10707993.
25. Cervoni E. Hepatitis C. *Lancet*. 1998 Apr 18;351(9110):1209-10. Pub-Med PMID: 9643724.

## Others

42 BMJ rapid responses (<https://www.bmj.com/search/cervoni?page=1&f%5B0%5D=bundle%3Ahighwire> comment), several letters published on GP Pulse, JAMA, The Economist, and other papers.

I have actively acted as a reviewer for the Journal of Medical Ethics, Respiratory Medicine, Acta Oto-Laryngologica, Health Care Management Science, BMJ, and BJGP.

Editorial Board Member for *International Journal of Clinical and Experimental Medical Sciences*.

Speaker at several National and International Congresses, numerous presentations at various events, including to medical and post-graduate students.