

## **Edmund A. Tori, D.O.**

**Associate Director, MedStar Institute for Innovation (MI2)  
Director, The Influence Center, (MI2)**

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Edmund A. Tori, DO, FACP, CH is the Associate Director of the MedStar Institute for Innovation (MI2) and Director of The Influence Center at MI2.

Ed teaches physicians, nurses, mid-levels, executives, leaders and associates the sciences of influence, rapport and engagement for mindfulness, better communication and improved care delivery.

He conducts “Influence Consults” that touch nearly every aspect of healthcare - consults have included such diverse healthcare domains as patient experience, philanthropic efforts, patient adherence, system- wide change initiatives, government affairs, bedside manner, staff satisfaction, quality and safety, digital marketing, smoking cessation and the opening of new healthcare delivery facilities.

His training in influence and persuasion comes from over a decade of apprentice arrangements with experts in diverse influence domains, including coaching, social sciences, direct response marketing, advertising, game design, copywriting, hypnosis, Neuro-Linguistic Programming, parenting, public speaking, internet marketing and others. Dr. Tori is a certified hypnotist.

Ed completed his Doctorate in Osteopathic Medicine at the Philadelphia College of Osteopathic Medicine followed by a residency in internal medicine at MedStar Union Memorial Hospital where he was both Chief Resident and Resident of the Year. He received his Bachelor of Arts in Africana Studies from Cornell University. He is Board Certified in Internal Medicine and a Fellow of the American College of Physicians.

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