



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

- **Exceptional Clinical Acumen:** Proven ability to manage complex medical conditions with advanced diagnostic and decision-making skills, particularly in ENT and primary care.
- **Leadership and Operational Management:** Extensive experience as Company Director and clinical lead, overseeing multidisciplinary teams and healthcare services with strategic precision.
- **Research Excellence:** Accomplished researcher with contributions to vestibular physiology, gene therapy, and clinical trials, supported by international academic collaborations.
- **Teaching and Mentorship:** Skilled educator and assessor, mentoring medical students and healthcare professionals while fostering professional growth.
- **Adaptability in High-Stakes Environments:** Demonstrated resilience and composure in military, emergency, and out-of-hours medical services.
- **Technical Proficiency:** Advanced knowledge of medical software (GP systems, SPSS, SigmaStat), research tools, and IT platforms, including HTML programming.
- **Integrity and Professionalism:** Commitment to ethical practice, teamwork, and maintaining the highest standards in clinical and operational roles.
- **Awards and Recognition:** Recipient of multiple national and international accolades for excellence in healthcare and leadership.

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

Chief Executive Officer, Locumdoctor4u Ltd.

Jan 2012 – Present

Leadership in clinical operations across multiple roles.

Clinical Lead, GP 7 Day Extra Service

Mar 2022 – Present

- Direct extended GP services in Liverpool, England, through indirect contracts.



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Medical Expert, Insurance Medical Group

April 2012 – September 2012

- Conducted specialized medical assessments for insurance claims.

Full-Time Salaried GP with Special Interest in ENT (GPwSI ENT), Central Lancashire PCT NHS

October 2002 – January 2012

- Provided specialized ENT care, enhancing patient outcomes through integrated primary care.

ENT Hospital Practitioner, Ormskirk & District General Hospital

2003 – 2008

- Delivered advanced ENT treatments, improving patient care with surgical and clinical expertise.

Locum ENT Specialist, Medacs Ltd.

2002

- Provided temporary ENT services, ensuring continuity of care in diverse clinical settings.

PhD² Research in Neurophysiology, McGill University Aerospace Medicine Department, Montreal

2002

- Advanced neurophysiological research in aerospace environments.

Otology Fellow, Green Lane Hospital, Auckland

2000 – 2001

- Specialized in ear diseases, contributing to research and patient care.

Honorary Research Fellow, Auckland University Physiology Department, Auckland

2001

- Conducted pivotal research advancing the understanding of physiological systems.

ENT Specialist Registrar, University ENT Department, Genoa

1996 – 2000

- Gained expertise in ENT through comprehensive training and service delivery.

Intern Scholar, Gene Therapy Department – CBA, Genoa

1998 – 2000

- Conducted cutting-edge research on gene therapy applications in ENT.

Visiting ENT Resident, UC San Diego Health

July 1998

- Enhanced ENT care skills through international experience.

Visiting Scientist, University Department of Surgery, Tucson

1996

- Explored surgical innovations through research and collaboration.

GP Locum and Out-of-Hours Services, ASL1, Sanremo

1995 – 2000

- Delivered critical general practice services, ensuring continuity of care during non-standard hours.

GP Medical Director of the Regiment, Italian Army

1995 – 1996

- Managed health services for military personnel, optimizing outcomes and operational readiness.

M.D. Thesis: "Project and Development of a VR Microsurgical Simulator"

University Department of Plastic Surgery, Genoa, 1994

- Pioneered virtual training techniques for microsurgery.

Clinical Internships, University of Genoa, Genoa

1989 – 1994

- Gained comprehensive clinical experience through diverse medical rotations.

Academic activities

2016-2017: tutor at University of Manchester Medical ST1+old, Community approved year 5 assessors and CBME Year 5 Population Health.



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Non-clinical professional activities

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

Research activities

1992-1994 Department of Plastic Surgery, IST, Genoa, Italy

- **Project:** Development of a VR Microsurgical Simulator
- Designed and implemented a virtual reality system for training in microsurgery.

1996-2000 ENT Department, University of Genoa, Italy

- **Research Focus:** Vestibular System
- Led multiple projects exploring the physiology and pathology of the vestibular system.

1998-2000 Centre for Gene Therapy, CBA, Genoa, Italy

- **Research Projects:**
- Investigated HPV infection in laryngeal cancer.
- Cultured cholesteatoma cells for therapeutic research.

2000-2001 Department of Physiology, University of Auckland, New Zealand

- **Research:** Expression of Markers for Noise-Induced Acoustic Damage
- Conducted studies on biomarkers indicating acoustic trauma from noise exposure.

2001-2002 Department of Physiology, McGill University, Canada

- **Project:** Central Adaptation to Peripheral Vestibular Damage in *Macaca mulatta*
- Examined neural plasticity in response to vestibular damage in primates.

2002-Present Self-Directed Research

- **Clinical Trial:**
- **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
- **Protocol Number:** UK-06-RG-63
- **Start Date:** March 1, 2007
- **Sponsor:** Southport and Ormskirk Hospital NHS Trust
- Conducted research to assess the efficacy of Tacrolimus in treating chronic ear conditions.

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. Mac-Book 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 Archaeology, Arts, Economics, and Politics. I am an avid reader and I enjoy cooking. Voluntary work: I have been promoting healthy lifestyle in Primary Schools.

Languages

Italian (native), English (Professional), French (advanced), Spanish (working knowledge), Portuguese (working knowledge).

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.

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.



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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 Publishing, 18 Aug. 2021. ISBN 979-8459477337
2. **Cervoni E.** *Biostatistics: Making Sense of Clinical Data*. Independent Publishing, 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

Publications

1. **Cervoni E, Cervoni F.** Assisted-Dying: A medico-legal crossroads. *Medico-Legal Magazine*. 2025;28(1):18-20.
2. **Cervoni E.** Non-steroidal anti-inflammatory drugs may disrupt muscle and tissue repair. *BMJ*. 2024 Sep 17;386:q2030. doi: 10.1136/bmj.q2030. PMID: 39288959
3. **Cervoni E.** Beyond 'Better Safe Than Sorry': A Critical Look at Diagnostic Testing in Primary Care. *Authorea*. 2024 Nov 05. DOI: 10.22541/au.173083582.20014464/v1
4. **Cervoni E.** Actinomycosis of the submandibular gland: a case report and critical review. *Authorea*. 2024 Oct 29. DOI: 10.22541/au.173016259.96996632/v1
5. **Cervoni E.** The Role of Zinc Testing in Diagnosing Asthenia: A Critical Evaluation of Clinical Practices and Gender Differences. *Authorea*. 2024 Sep 09. DOI: 10.22541/au.172591462.23500633/v1
6. **Cervoni E.** A Multidimensional Value-Based Model for Physician and Surgeon Remuneration. *Authorea*. 2024 Aug 06. DOI: 10.22541/au.172296326.69864109/v1
7. **Cervoni E, Cervoni F.** The impact of ageing on the NHS. *Authorea*. 2022 Mar 21. DOI: 10.22541/au.164735406.63336743/v2
8. **Cervoni E.** Long-Haul COVID Clinics: A Trip Without a Map. *Authorea*. 2021 May 10. DOI: 10.22541/au.162066490.08314741/v1
9. **Cervoni E.** Reduced flu activity during the COVID-19 pandemic. *Authorea*. 2021 Mar 29. DOI: 10.22541/au.161705135.51423393/v1
10. **Cervoni E.** Partially Pigmented BCC of the Neck: A Challenging Differential Diagnosis with Amelanotic Melanoma. *Authorea*. 2021 Mar 22. DOI: 10.22541/au.161642382.25839811/v1
11. **Cervoni E.** Impact of TRT and HRT on Parkinson Onset in Men and Women. *Authorea*. 2020 Jun 11. DOI: 10.22541/au.159191825.54171817
12. **Cervoni E.** Frequent Attenders in General Practice. *Authorea*. 2020 Jun 09. DOI: 10.22541/au.159172081.19291701
13. **Cervoni E.** COVID-19 Lockdown Impact on Prevalence of Acute Otitis Media. *Authorea*. 2020 Jun 04. DOI: 10.22541/au.159127119.92204982
14. **Cervoni E.** Trends in Diagnosis of Tonsillitis During the COVID-19 Pandemic. *Authorea*. 2020 May 22. DOI: 10.22541/au.159018084.41587278
15. **Cervoni E.** NHS Discrimination of Testosterone Deficiency Syndrome. *Trends in Urology & Men's Health*. 2020 Apr;23-26
16. **Cervoni E.** Painful Blistering Rash with Punched-Out Lesions. *MIMS Learning Dermatology*. 2020;16(1):20-21
17. **Cervoni E.** Prolonging Life, but at What Price. *JAMA Otolaryngol Head Neck Surg*. 2019 Oct 10. doi: 10.1001/jamaoto.2019.2855
18. **Cervoni E.** New Perspectives in Chronic Pain Management. *Geriatric Medicine Journal*. 2017 Dec;16-18
19. **Cervoni E.** QOF Should Be More About Disease and Risk Factor Prevention. *Br J Gen Pract*. 2012 Feb;62(595):69. doi: 10.3399/bjgp12X625067. PMID: 22520769
20. 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. PMID: 22498262
21. **Cervoni E.** Auto-prescription and Prescription to Family Members of Uncontrolled Medications for Minor Ailments: An Ethical Analysis. *Minerva Medicolegale*. 2011;131(1):7-11
22. **Cervoni E.** "A Man Paints with His Brains and Not with His Hands" (Michelangelo). *Gerontology*. 2011;57(6):572. doi: 10.1159/000329859. PMID: 21791897
23. **Cervoni E.** Evaluation of the 'Pounds for Pounds' Weight Loss Financial Incentive Scheme. *J Public Health (Oxf)*. 2011 Sep;33(3):470-1. doi: 10.1093/pubmed/fdr046. PMID: 21680605
24. **Cervoni E.** Height and Weight Checks for Children in Primary Care. *Br J Gen Pract*. 2011 Jan;61(582):65. doi: 10.3399/bjgp11X549081. PMID: 21402001
25. **Cervoni E.** Audit of NHS Walk-in Centre Use in Skelmersdale, UK. *Fam Med*. 2008 Apr;40(4):236. PMID: 18382833
26. Mora R, Dellepiane M, **Cervoni E.** Use of Tacrolimus in Otitis Externa. *The Internet Journal of Otorhinolaryngology*. 2007;7(2)
27. **Cervoni E.** Impact of Obesity. *Br J Gen Pract*. 2005 Dec;55(521):967-8. PMID: 16378572
28. **Cervoni E.** Childhood URTIs. *Can J Rural Med*. 2004 Winter;9(1):47. PMID: 15603677



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29. Perria M, Moscolin M, Pardini L, Bonsignore AD, **Cervoni E**, Salami A. Tests of Auditory Fatigue in Occupational Hypoacusia Prevention. *G Ital Med Lav Ergon*. 2001;23(4 Suppl):89-95. PMID: 11822308
30. Salami A, Dellepiane M, **Cervoni E**, Faga D. Study of Click-Induced Vestibular Reflexes with EMG. *Acta Otorhinolaryngol Ital*. 2000;20(6):419-23. PMID: 11398679
31. **Cervoni E**. High Prevalence of Hepatitis C Antibody in Sjögren's Syndrome. *Semin Arthritis Rheum*. 2000 Feb;29(4):266. PMID: 10707993
32. **Cervoni E**. Hepatitis C. *Lancet*. 1998 Apr 18;351(9110):1209-10. PMID: 9643724

Others

- 52 BMJ rapid responses: https://www.bmj.com/search/cervoni?page=1&f%5B0%5D=bundle%3Ahighwire_comment
- Several letters published in *GP Pulse*, *JAMA*, *The Economist*, and other journals.
- Reviewer for *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, with numerous presentations at various events, including sessions for medical and postgraduate students.