



Jon C. Lloyd, MD, is senior clinical advisor for Plexus Institute and serves on the Advisory Board of the Positive Deviance Initiative. He earned his MD Degree from the University of Utah School Of Medicine, completed training in general, thoracic and vascular surgery at the University of Pittsburgh Medical Center and was director of the Surgical Residency Program and the University Surgical Service, when it was the only trauma center in Pittsburgh. He served as Chairman, Department of Surgery, Shadyside Hospital from 1978-1988. In July 2004, he became Pittsburgh Project Coordinator for the Centers for Disease Control and Prevention (CDC) and the Veterans Administration Pittsburgh Healthcare System to work on a community-wide effort to eliminate endemic Methicillin resistant *staphylococcus aureus* (MRSA). The MRSA prevention model that emerged out of this collaborative effort in Southwestern Pennsylvania resulted in grants from the Robert Wood Johnson Foundation and the federal Agency for Health Research and Quality to support healthcare organizations in the U.S. and Canada in using Positive Deviance (PD) as a cultural approach to fight healthcare acquired infections. Dr. Lloyd is currently coaching several of these hospitals and is also applying PD to the problems of youth violence and the twenty five year disparity in longevity that affects people with serious mental illness.