



Gastrointestinal (GI) & Genitourinary (GU) Endorsement Maintenance Project

Steering Committee

Andrew Baskin, MD (Co-Chair)

Aetna, Blue Bell, PA

Dr. Andrew Baskin currently serves as Aetna's National Medical Director for Quality and Provider Performance Measurement, reporting directly to the Chief Medical Officer. He is responsible for initiatives to measure and improve quality of care, establish programs which create incentives for more effective and efficient care, measurement implementation and public reporting, health plan accreditation including the collection and reporting for HEDIS and CAHPS, participate in multi-stakeholder efforts to aggregate data to increase the integrity of results, establish performance based networks, and represent Aetna on various committees and workgroups with external organizations.

Christopher Saigal, MD, MPH (Co-Chair)

UCLA Medical Center, Los Angeles, CA

Christopher Saigal MD, MPH is a urologic oncologist at the UCLA School of Medicine and a PI at RAND Corporation. Dr Saigal's major research area is in shared decision making, where he has been funded by an R-01 from the National Cancer Institute to innovate new approaches to shared decision making in men with prostate cancer. Dr Saigal is the Rand PI of the Urological Diseases America (UDA) project, a \$18 million NIH-funded effort to characterize quality, cost, and access to urologic care in the U.S. , now in its 10th year. Dr. Saigal was given the Bronze Award at Rand for his leadership of the project.

Liliana Bordeianou, MD, MPH

Massachusetts General Hospital, Cambridge, MA

Dr. Bordeianou is a colorectal surgeon at Massachusetts General Hospital, an Assistant Professor of Surgery at Harvard Medical School and a member of the Quality and Safety Committee at the American Society of Colon and Rectal Surgeons. She is director of the MGH Pelvic Floor Disorders Service: an innovative multidisciplinary service that brings together gastroenterologists, gynecologists, urologists, rehabilitation medicine experts, and colorectal specialists in exploring innovative, cost-effective treatments for constipation, incontinence, and related disorders. Her research centers on surgical treatments for gastrointestinal conditions, including ulcerative colitis, Crohn's disease, ischemic colitis, diverticulitis, & colorectal cancer.

Zahid Butt, MD

Medisolv Inc., Columbia, MD

With more than twenty five years of experience in a variety of healthcare settings Dr. Butt provides a unique combination of clinical, technical and administrative skills. He is an expert in online physician documentation and is an active user of an Ambulatory Medical Record system since October 1996. Dr. Butt currently chairs the HIMSS National Quality Forum Task Force and was recently appointed to the

CMS Technical Expert Panel (TEP) for Meaningful Use Clinical Quality Measures (CQM's). He received his medical degree from Nishtar Medical College in Multan, Pakistan, in 1975. He went on to complete an Internal Medicine Internship from Prince George Medical Center in Cheverly, Md., in 1979. His Internal Medicine Residency was completed in 1982 at VA Medical Center at Georgetown University. In 1984, he completed a Gastroenterology Fellowship at VA Medical Center at George Washington University.

Robert Ellis

Consumers' Checkbook, Ashburn, VA

Robert Ellis is Director of Operations and Online Resources for Consumers' CHECKBOOK/Center for the Study of Services. For nearly 20 years, he has had direct management and development responsibility for all CHECKBOOK online offerings including the Guide to Health Plans for Federal Employees, Consumers CHECKBOOK magazine, CHECKBOOK's Disease & Treatment resources, and others. Ellis has a varied background ranging from 10 years as a professional operatic baritone to three years as President of Myer-Emco, a nationally recognized specialty electronics retailer. Ellis has a BA from James Madison University and an MM from the University of Illinois.

Nancy Faller, RN, MSN, PhD, CWOCN

WOCN, Turners Falls, MA

Dr. Nancy Faller RN MSN PhD CWOCN is board certified in wound, ostomy, and continence nursing and a clinical nurse specialist. She has worked the majority of her career across settings - acute, long term, home, and clinic. Dr. Faller's focus has been the rehabilitation of patients with ostomies, tubes, wounds, constipation, and incontinence. She is committed to the delivery of CARE (i.e., Clinical, Administratively-sound, Research-driven, & Education-based). She received her BSN from St Joseph College, Emmitsburg, MD, her MSN from Russell Sage, Troy, NY, her PhD in nursing from the University of Massachusetts (Amherst/Worcester), and her enterostomal therapy (ET) nursing education from Harrisburg Hospital ET Nursing Education Program.

Edward Gill, MD

VCU Medical Center, Richmond, VA

Dr. Edward J. Gill is an Associate Professor in the Department of Obstetrics and Gynecology at the Virginia Commonwealth University/Medical College of Virginia. He is also the Fellowship Director for Female Pelvic Medicine and Reconstructive Surgery and is the Division Chief, Female Pelvic Medicine and Reconstructive Surgery. Dr. Gill received his M.D. from Tufts University School of Medicine and his B.A. from Holy Cross College. He completed his residency in Family Practice at the University of Massachusetts Medical Center and then he served in the U.S. Air Force. Dr. Gill completed a residency in obstetrics and gynecology at Virginia Commonwealth University.

Johannes Koch, MD

Virginia Mason Medical Center, Seattle WA

I joined Virginia Mason Medical Center two years ago with a special interest in quality and outcome measures after receiving my MBA from Columbia University. At VM, in addition to maintaining an active clinical practice, I am spearheading efforts to evaluate and enhance the outcome metrics used internally to help the GI Section maintain its high international reputation. Furthermore, in conjunction with the four other core members of the Center for Healthcare Solutions, we continue to develop clinical

value streams for the most common health related concerns. These serve as models for our market based collaborative, an association of large businesses, insurers, and other provider organizations.

Jenifer Lightdale, MD, MPH

Boston Children's Hospital, Boston, MA

Dr. Lightdale is an Assistant Professor in Pediatrics at Harvard Medical School. She completed fellowship training in outcomes research first at the Institute for Health Policy Studies at the University of California, and later at Harvard Fellowship in Pediatric Health Services Research. Dr. Lightdale received her Master's degree from the Harvard School of Public Health. She has been on clinical staff at Children's Hospital Boston in gastroenterology since 2001. Dr. Lightdale has received funding from the Risk Management Foundation, the American Society of Gastrointestinal Endoscopy, and has held a Mentored Career Development Award to investigate means of improving patient safety for children receiving procedural sedation and analgesia.

Richard Luetkemeyer, MD

HealthStrategy LLC, Peoria, IL

Dr. Rick Luetkemeyer, Medical Director for HealthStrategies LLC, has a passion for evidence-based patient care, keen clinical acumen, and strong collaborative skills. He is a highly respected clinician who is uniquely qualified for the GI/GU Steering Committee. Dr. Luetkemeyer has a broad range of executive level experience in clinical, academic, and employer (Caterpillar) settings. He was instrumental in the Quality Quest for Health Screening and Surveillance Colonoscopy measurement and public reporting initiative (www.qualityquest.org) that has dramatically improved the outcomes and safety of screening and surveillance colonoscopy.

Alayne Markland, DO, MSc

University of Alabama at Birmingham, Birmingham, AL

Dr. Markland is an Associate Professor of Medicine in the Division of Gerontology, Geriatrics, and Palliative Care at the University of Alabama at Birmingham in Birmingham, Alabama. She is also a staff physician and clinician researcher at the Birmingham VA Medical Center. Her research interests include the evaluation and treatment of urinary and bowel incontinence in adults, as well as pelvic floor disorders, functional bowel disorders, and lower urinary tract symptoms. She currently is the medical director of the multi-disciplinary Continence Clinic at the Birmingham VA Medical Center's Geriatric Research, Education, and Clinic Center (GRECC). In addition to her publications, she has presented research at national meetings of the American Geriatrics Society (AGS), the American Urogynecology Association (AUGS), the American Urological Association (AUA), the American Gastroenterology Association's meeting (Digestive Diseases Week), and the International Continence Society (ICS). She has been awarded the AGS/Merck New Investigator Award in 2009 for this research. Dr. Markland is currently a VA career development awardee and participates as a co-investigator on a multicenter incontinence treatment network, the Pelvic Floor Disorders Network, funded through the NIH.

Paul Merguerian, MS, MD

Seattle Children's Hospital, Seattle, WA

Paul Merguerian, MD, MS finished urology training at the University of Rochester NY in 1988 and fellowship in Pediatric Urology at the Hospital for Sick Children in Toronto in 1990. He is certified in Urology and has sub-board certification in Pediatric Urology. Dr Merguerian graduated from the

Dartmouth Institute of Health Policy and Clinical Practice in 2007 with a masters in quality improvement. He also received Six Sigma Green Belt Certification in the winter of 2011. In October 2011, Dr Merguerian became the Chief of the Division of Urology at Seattle Children's Hospital and has been involved in Continuous Process Improvement and implementing Toyota Lean Methodologies both within the division of urology and Department of Surgery.

John Morton, MD, MPH, FACS

Stanford University, Stanford, CA

Dr. John Morton is Associate Professor of Surgery at Stanford University, Chief of Minimally Invasive Surgery and Director of Bariatric Surgery and Surgical Quality. Dr. Morton received BS, MPH, and MD Degrees from Tulane University and a MHA from University of Washington. He has completed a Robert Wood Johnson Clinical Scholar Fellowship, Laparoscopic Fellowship at UNC and served on Capitol Hill as Senator Frist's Health Policy Intern. He has published over 80 articles, 3 books and 15 book chapters. He led three FDA Pivotal Trials and has received funding from NIH, Moore Foundation and American College of Surgeons (ACS). He serves on the editorial boards of Obesity Surgery and Surgery for Obesity and Related Diseases.

Anne Pelletier-Cameron, MD

University of Michigan, Ann Arbor, MI

Anne Pelletier-Cameron M.D. is an Assistant Professor of Urology at University of Michigan in the Division of Neurourology and Pelvic Floor Reconstruction. She completed a Urology residency at Dalhousie University in Canada then a fellowship in Neurourology, Reconstructive Urology and Incontinence in 2009 at the University of Michigan. Her research interests include health outcomes in incontinence as well as neurogenic bladder. Clinic research interests include complications of female stress incontinence procedures, post prostatectomy incontinence and the management and quality of life impact of neurogenic bladder. She has research experience in outcomes with the National Spinal Cord Injury Database and Medicare. She is a full time clinician and surgeon providing care to men and women with incontinence, urethral stricture disease, and neurogenic bladder.

Philip Schoenfeld, MD

VA Ann Arbor Healthcare System, Ann Arbor, MI

Dr. Schoenfeld is Associate Professor of Medicine at the U. of Michigan and Director of the GI Epidemiology Training Program. He has been Associate Editor or Editorial Board Member of 6 GI journals, including Gastroenterology and the American Journal of Gastroenterology, and he has held multiple leadership positions in the American Gastroenterological Association and the American College of Gastroenterology. His research focuses on quality improvement in colorectal cancer screening with colonoscopy and this research is supported by multiple NIH and VA grants. He has published over 70 original research articles in peer-reviewed journals as well as co-authoring evidence based guidelines in CRC screening.

W. Stuart Reynolds, MD, MPH

Vanderbilt University Medical Center, Nashville, TN

W. Stuart Reynolds, MD, MPH, is an assistant professor in Urologic Surgery at Vanderbilt University, in Nashville, TN, who has clinical expertise in benign conditions of the genitourinary system, including lower urinary tract disorders, voiding dysfunction, neurogenic bladder conditions, female pelvic medicine

and reconstructive surgery. In addition to clinical practice, Dr. Reynolds conducts clinical research on health services utilization and treatment outcomes related to these disorders.

Judith Tobin, PT, MBA

Centers for Medicare and Medicaid Services, Washington, DC

Ms. Tobin serves as a senior Technical Adviser to the Centers for Medicare & Medicaid Services' (CMS) Office of Clinical Standards & Quality (OCSQ). She leads OCSQ's efforts to develop longitudinal, cross-setting quality measures that transcend silos of care. Ms. Tobin is the lead developer, with CMS' partner RTI, International, of CARE, a standards-based, EHR-compatible data set, capable of collecting key patient-centered health and functional status information for the measurement and comparison of outcomes across provider settings, over time. Ms. Tobin holds a Bachelor's degree in Physical Therapy from the University of Connecticut and an MBA from the University of Hartford's executive program.