



Measure Feedback Loop Committee

COMMITTEE CO-CHAIRS

Rose Baez, RN, MSN, MBA, CPHQ, CPPS

Director, Provider Measurement Programs, Blue Cross Blue Shield Association
Chicago, Illinois

Rose Baez is Director of Provider Measurement Programs at Blue Cross Blue Shield Association (BCBSA). She is responsible for directing projects related to performance measurement. Her passion is the pursuit of safer and the highest quality care for every patient. Serving in management executive roles at large academic and safety-net hospitals, Rose has experience in leading data-driven, evidence-based, system-wide quality and patient safety programs. Most recently, Rose leads provider performance measurement at BCBSA and responds to measurement-related public comment to influence external stakeholders such as measure developers and medical professional societies to advance provider quality and patient safety measurement efforts.

Edison Machado, MD, MBA

Chief Quality Officer and VP of Strategic Planning, IPRO
Lake Success, New York

Edison A. Machado Jr., MD, MBA is IPRO's Chief Quality Officer and VP of Strategic Planning, overseeing quality measurement enterprise, strategic planning, and business development. Dr. Machado also serves as Medical Director for IPRO's Health Informatics team. He previously worked as Senior Director at NQF, managing projects related to uses of healthcare performance measurement information for payment incentives, public reporting, and systems improvement. He also worked as Medical Director for HCI3. Dr. Machado serves on the AHQA Board of Directors, the CMS MACRA Episode-based RU Measures TEP, URAC's MARG, and the NYS DOH's Chronic Heart Disease and Diabetes VBP CAG.

COMMITTEE MEMBERS

Constance Anderson, BSN, MBA

Vice President of Clinical Operations Emeritus, Northwest Kidney Centers
Seattle, Washington

Constance Anderson is the Vice President of Clinical Operations at the Northwest Kidney Centers and has over 44 years of experience in the care of renal patients. She manages over 500 staff that provide dialysis services in centers and in homes. She works closely with staff and nephrologists on quality measurements and has significant expertise in the implementation and feasibility

matters related to ESRD performance measures. Constance is a member of the Kidney Care Partners Quality Committee, Quality Committee of NKC's Board of Trustees, and the Kidney Care Quality Alliance performance measures team. She has been the Co-Chair of the NQF Renal Standing Committee for the past four years.

Robert Centor, MD, MACP

Professor Emeritus, University of Alabama at Birmingham School of Medicine
Birmingham, Alabama

Dr. Centor graduated from the MCV/VCU in 1975, doing his residency there. He joined the faculty serving first as residency program director and then division chief. He moved to UAB in 1993, starting the Division of GIM and serving as Associate Dean for Primary Care. From 2004 to 2017 he was the Regional Dean of the Huntsville Campus. He has served many societies in leadership positions—including Chair of the Board of Regents for ACP. In 2017 he won the SGIM Glaser Award which recognizes outstanding contributions to research, education, leadership, and mentoring in generalism in medicine.

Elvia Chavarria, MPH

Associate Director, PCPI Foundation
Chicago, Illinois

Elvia Chavarria, MPH, is experienced in performance measure development including the various facets of the measure development process. Ms. Chavarria has provided leadership, consultation, and coordination for several measure development projects that include measures currently in national programs. Ms. Chavarria has contributed her skills and expertise that include conducting literature reviews and a critical assessment of the clinical evidence surrounding a measure concept. She has also convened and led several clinical expert work groups that inform the measure development process to ensure that resulting measures are clinically relevant and adhere to standards and best practices in performance measurement.

Dan Culica, MD, PhD

Senior Program Specialist, Texas Health and Human Services Commission
Austin, Texas

Dan Culica has extensive expertise in medical care organization with consistent contribution to healthcare transformation through delivery system and payment reform. He is recognized for assistance to quality improvement through the development of performance improvement projects and design of outcome measures for healthcare interventions. Dr. Culica is immersed in the study of unwarranted variation in health, healthcare, utilization, and costs—state-, nation-, and worldwide—and is genuinely dedicated to measurement science applicable to quality of care. Dr. Culica is involved in population health, specifically urban community health, and has spent half of his career in academic institutions as faculty and in a clinical environment as surgeon. He has published more than 30 peer-reviewed articles and made over 30 presentations at diverse forums.

Melody Danko-Holsomback

Director of Operations and IT, Keystone ACO, Geisinger Health System
Honesdale, Pennsylvania

Melody Danko-Holsomback, BSN, RN is a registered nurse with more than 24 years of practice experience, 18 of which were within Geisinger Health System.

She is Director of Operations and IT for Keystone ACO in the Population Health Solutions Department of Geisinger Health System. As such, she is responsible for operations within the Keystone Accountable Care Organization, LLC, a Medicare Shared Savings Program Track One + ACO serving over 75,000 Medicare beneficiaries. Ms. Danko-Holsomback is responsible for the Keystone ACO quality improvement and reporting processes and the implementation of population health initiatives within Keystone ACO. She is also a member of the 2018 NAACOS Quality Committee.

Ms. Danko-Holsomback has served in several roles during her tenure with Geisinger including Community Practice and Inpatient Nurse, IT Best Practice Analyst, and Population Health Consultant. As a consultant, she focused on numerous projects related to transitions of care, the Physician Group Practice Transition Demonstration, and quality redesign and reporting, including the development and initiation of the Keystone ACO quality data collection and reporting process. She is a graduate of Ohio University and is presently enrolled in the Adult-Gerontology Primary Care Nurse Practitioner Program at Wilkes University, Wilkes Barre, PA.

Anne Deutsch, RN, PhD

Senior Research Public Health Analyst, RTI International
Chicago, Illinois

Anne Deutsch is a Senior Research Public Health Analyst at RTI International. She is a certified rehabilitation registered nurse with a doctoral degree in Epidemiology and Community Health. Anne also has an appointment as a Clinical Research Scientist at the Shirley Ryan AbilityLab's Center for Rehabilitation Outcomes Research and is a Research Associate Professor in the Department of Physical Medicine and Rehabilitation in Northwestern University's Feinberg School of Medicine. At RTI, Anne leads the functional status quality metric team.

Tricia Elliott, MBA, CPHQ

Director Quality Measurement, The Joint Commission
Oakbrook Terrace, Illinois

Tricia Elliott, MBA, CPHQ is the Director of Quality Measurement at The Joint Commission. In this position, she ensures the development of scientifically based performance measures that drive improved healthcare outcomes. Ms. Elliott currently directs projects focused on development of standardized electronic clinical quality measures and chart based measures to support the accreditation and certification processes, and the data receipt process, which ensures the application of data quality standards.

Lee Fleisher, MD

Professor & Chair of Anesthesiology and Critical Care, University of Pennsylvania
Philadelphia, Pennsylvania

Dr. Fleisher is Professor and Chair of Anesthesiology and Critical Care and Senior Fellow of the Leonard Davis Institute of Health Economics at Penn. His research focuses on cardiovascular risk assessment, health policy, decision making, and measurement of quality of care. He is a former-Chair and current member of the CSAC, co-chair of the Surgery Standing Committee, and a member of the MAP Hospital Workgroup of NQF. He is a member of the Medical Advisory Panel for the Technology Evaluation Center of the BCBSA. In 2007, he was elected to membership of the National Academy of Medicine (formerly IOM).

Mark E. Huang, MD

Professor, Northwestern-Feinberg School of Medicine; Vice President, Chief Medical Information Officer, Shirley Ryan AbilityLab
Chicago, Illinois

Dr. Mark Huang is Chief Medical Information Officer for the Shirley Ryan AbilityLab. He serves as an advisor to American Academy of Physical Medicine and Rehabilitation (AAPM&R) on clinical informatics and regulatory programs such as the QPP and is considered a national expert for physiatry on informatics and quality measure reporting. He serves on the AAPM&R Data Registry Steering Committee. He also serves on the 2018 CMS MACRA Measure Development Plan Technical Expert Panel to provide input into quality measure development. He was also a guest editor for PMR for a supplement focused on clinical informatics.

Joseph Kunisch, PhD Health Information Technology, RN-BC Informatics, CPHQ

Enterprise Director of Clinical Quality Informatics, Memorial Hermann Health System
Houston, Texas

Dr. Joseph Kunisch began his career in nursing in 1991 as a critical care nurse practicing at the bedside in a number of intensive care units, emergency departments, and postoperative care units across the country for over 12 years. It was during this experience that he developed his interest in health information systems and technology and how it could be used to support the bedside clinician and improve patient care delivery. This interest was the motivation to pursue a master's degree in clinical informatics and PhD in health information technology. His focus over the past seven years has been the utilization of quality measurement in the clinical domain.

Claire Noel-Miller, MPA, PhD

Senior Strategy Policy Advisor, AARP Public Policy Institute
Washington, DC

Trained as a social demographer, Claire has expertise in the demography of aging populations and in healthcare policies. In her current position at AARP, Claire provides expertise in quantitative research methods applied to a variety of health policy topics, including traditional Medicare, Medicare Advantage, and older adults' healthcare quality. Claire has written on the issue of Medicare beneficiaries' out-of-pocket costs, Medicare Advantage supplemental benefits, social isolation, and Medicare costs, among other topics.

Before joining AARP, Claire worked as a postdoctoral researcher and as a research associate at the

Center for the Demography of Health and Aging, University of Wisconsin–Madison.

She has extensive experience in quantitative data analysis.

Ekta Punwani, MHA

Leader of 100 Top Programs, IBM Watson Health
Chicago, Illinois

Ms. Punwani is the Leader of the 100 Top Program at IBM Watson Health. She is a trusted advisor to client executives on performance improvement opportunities and strategies based on the 100 Top Program studies.

Prior to joining IBM Watson Health, Ms. Punwani served as a Hospital and Health System executive leading organizational transformation, operations improvement, and change leadership within the healthcare continuum. She has demonstrated building performance improvement and analytics capability within multiple healthcare organizations. Ms. Punwani provides leadership, direction, and guidance to healthcare organization in the areas of quality and patient safety, operations, business intelligence, and performance improvement to drive best practice implementation and achieve outcomes. She has served on the Board of Examiners for the National Baldrige Performance Excellence Program for four years and has received certification as an ICBB—International Certified Black Belt. Ms. Punwani also teaches Health Analytics Leadership as an Adjunct Faculty in the Masters of Health Informatics Program at Northwestern University in Chicago.

Ms. Punwani received both a bachelor of science and a bachelor of arts degree from University of Illinois in Champaign-Urbana and a master's degree in health administration from Washington University in St. Louis.

Koryn Rubin, MHA

Assistant Director, American Medical Association
Washington, DC

Ms. Rubin is an Assistant Director with the American Medical Association's (AMA) Federal Advocacy Group based in Washington, DC. Ms. Rubin provides strategic direction on setting the AMA's quality-related advocacy agenda in order to advocate before the executive branch on behalf of the nation's physicians and a lead on MACRA implementation for the AMA. In particular, she is responsible for analyzing regulations and legislation on Medicare and Medicaid quality reporting programs, the health information exchange quality ratings system, physician performance measurement and public reporting, and comparative effectiveness research. Prior to joining the AMA, Ms. Rubin was a Senior Manager at the American Association of Neurological Surgeons where she provided guidance on the implementation of the Medicare quality programs and Meaningful Use, reviewed performance measures, as well as assisted neurosurgery with the launch of its registry, National Neurosurgery Outcomes and Quality Database (N2QOD). Ms. Rubin also previously worked at the American Academy of Ophthalmology. During her tenure, ophthalmology had the highest participation rate by specialty in the Physician Quality Reporting Initiative program (now Physician Quality Reporting System program). Ms. Rubin earned her master of health administration from the George Washington University with a graduate certificate in health information technology. Her undergraduate degree is also from George Washington with a concentration in political science.

Elizabeth (Beth) Rubinstein

Patient Advisor, Henry Ford Health System
Detroit, Michigan

Ms. Rubinstein is a patient advisor at Henry Ford Health System. She has been a driving force in helping healthcare leaders and care providers understand the importance of bringing the patient and family perspective to patient care and research with the Board of Trustees Quality Committee. Her extensive experience in independent marketing and business operations coupled with her experiences as a transplant patient in 2007 helped her create a groundbreaking approach to patient lifestyle/self-management education with quality and safety at the forefront. She is active on the regional and national stage serving as a patient advisor to drive quality improvement initiatives.

Sue Sheridan, MIM, MBA, DHL

Director of Patient Engagement, Society to Improve Diagnosis in Medicine
Washington, DC

Ms. Sheridan currently serves as the Director of Patient Engagement for the Society to Improve Diagnosis in Medicine (SIDM). Prior to her work at SIDM, Ms. Sheridan has served as Patient and Family Engagement Adviser at CMS, the Director of Patient Engagement for PCORI, and was the external lead of the Patients for Patient Safety program at WHO. Ms. Sheridan had previously spent 10 years in patient advocacy inspired by adverse family experiences in the healthcare system. She was the president of Parents of Infants and Children with Kernicterus, and is also the cofounder of Consumers Advancing Patient Safety.

Jill Shuemaker, RN, CPHIMS

Clinician Measure Director, The American Board of Family Medicine
Washington, DC

Jill Shuemaker, RN, CPHIMS is the Clinician Measure Director at The American Board of Family Medicine. In this role, Jill ensures that the needs of primary care providers and PRIME Qualified Clinical Data Registry Stakeholders (clinical researchers, population health assessment engine (PHATE) consumers, and clinical quality performance improvement colleagues) for clinical quality measure use are satisfied. Jill has 28 years of healthcare experience as a Registered Nurse and a Certified Professional in Health Information & Management Systems. She is the past Chair of HIMSS National Quality and Safety Committee and has served on several government clinical quality measure and health IT task forces. She is a national speaker and presenter on various clinical quality topics such as data driven patient care, quality metrics and reporting in value-based care, interoperability challenges to eCQM reporting, federal quality reporting provider value proposition, aligning eCQM compliance with improving care outcomes, and value-focused reimbursement. In recognition for her expertise in the field of healthcare and information technology, Ms. Shuemaker received the HIMSS Foundation Covert Award. She is uniquely qualified to provide key insights in the use of health IT in care delivery, quality measurement, and regulatory reporting.

Heather Smith, PT, MPH

Director, Quality, American Physical Therapy Association
Alexandria, Virginia

Heather Smith serves as the Director of Quality for APTA. In her current role, Heather leads and coordinates quality initiatives for the association including efforts around quality measurement and reporting programs and value-based payment for physical therapists. She also serves in a consulting role for the Physical Therapy Outcomes Registry with a focus on measure development and compliance with quality reporting regulations.

Deborah Struth, MSN, RN, PhD(c)

Research Associate, Oncology Nursing Society
Pittsburgh, Pennsylvania

Deborah Struth, PhD(c), RN, works as a research associate at the Oncology Nursing Society national office in Pittsburgh, Pennsylvania. The primary focus of her work at ONS has been quality measure development and testing, improvement science, and the development of improvement activities to promote the implementation of evidence into all levels of oncology nursing practice. Ms. Struth maintains the portfolio of ONS symptom-focused and patient-centered quality measures within the Oncology QCDR. She is currently working with a team at the PCPI testing three new immune-oncology focused outcome eMeasures to be nominated for the 2019 CMS MIPS Quality Payment Program.

Sara Toomey, MD, MPhil, MPH, MSc

Chief Experience Officer and Director, Boston Children's Hospital
Boston, Massachusetts

Ms. Toomey is the Director/PI of the federally funded Center of Excellence for Pediatric Quality Measurement (CEPQM) and Chief Experience Officer at Boston Children's Hospital (BCH)/Harvard Medical School (HMS). In her role as Director of CEPQM, she has been integral to the development of multiple nationally recognized pediatric quality measures and has continued her health services research. Her research aims to measure the quality of pediatric care, demonstrate the association between quality measures and healthcare outcomes, and develop interventions to improve outcomes. In her role as Chief Experience Officer, she leads the experience efforts at BCH and oversees measurement and improvement activities working broadly on all aspects of experience including patient experience, staff engagement, and referring provider experience.