



Measure Feedback Loop Standing Committee

NEWLY PROPOSED COMMITTEE MEMBERS

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.

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.