

# NATIONAL QUALITY FORUM

## MEASURE USE EVALUATION ADVISORY PANEL

### BIOGRAPHIES

#### **Clarence Braddock, MD, MPH**

Clarence Braddock, MD, MPH, is a board-certified internist and associate professor of medicine at Stanford University School of Medicine. There he holds several positions, including associate dean for medical education, associate chief in general internal medicine, associate chair for organizational improvement in medicine, and director of clinical ethics at the Stanford Center for Biomedical Ethics. Before moving to Stanford, Dr. Braddock was an associate professor in the University of Washington School of Medicine. At the university, he was also director of the Bioethics Education Project, an initiative to expand and integrate more ethics education into the curriculum. In this role, he developed a web-based ethics curriculum, interactive online case discussion tools, and several new clerkship-based ethics case discussion experiences. Several of these innovations have been published in journals such as *Academic Medicine* and presented at national meetings.

In addition to work in the area of medical ethics education, Dr. Braddock has research interests in physician-patient communication and informed decisionmaking, with research funded by the Bayer Institute for Healthcare Communication, the Robert Wood Johnson Foundation, and National Institute on Aging. He developed an assessment scale of the quality of informed decisionmaking in clinical practice to show that physicians rarely involve patients in routine yet important clinical decisions. Results of this widely cited work have been published in *JAMA*, *Journal of General Internal Medicine*, *Journal of Clinical Ethics*, and the *American Journal of Medicine*, as well as a book chapter on informed consent. Dr. Braddock is recognized as a national expert on informed decisionmaking and doctor-patient communication. He has given numerous invited lectures and conducted workshops at national meetings, and he is frequently interviewed for the print, radio, and television media.

#### **David Bundy, MD, MPH**

David Bundy, MD, MPH, is an academic general pediatrician and health services researcher at Johns Hopkins Hospital with interests in quality improvement and patient safety. His background includes formal training and extensive practical experience in collaborative research efforts grounded in rigorous measurement strategies. He has particular expertise in administrative data (e.g., Medicaid claims) and its use in benchmarking and quality improvement efforts. In addition, Dr. Bundy has participated in several grant-funded projects that involved putting into operation national measures with NQF and other local quality improvement efforts.

#### **Carol Cronin**

Since 2000, Carol Cronin has worked as a consultant and advisor to nonprofit organizations, foundations, and government agencies including the California Endowment, AARP, Atlantic Philanthropies, the Markle Foundation, and the Robert Wood Johnson Foundation. Ms. Cronin was the first director of the Center for Beneficiary Services at the Health Care Financing Administration (HCFA, CMS), where she was responsible for the launch of [www.medicare.gov](http://www.medicare.gov), 1-800 MEDICARE and numerous other outreach and education programs. Prior to HCFA, she

# NATIONAL QUALITY FORUM

was senior vice president for Health Pages, a New York City-based consumer health information website. She also has worked in leadership positions at the Washington Business Group on Health. Ms. Cronin serves on the Board of Directors of the Citizen Advocacy Center and the Center for Advancing Health, as well as numerous other advisory committees. She holds an AB from Smith College and two master's degrees in social work and gerontology from the University of Southern California.

## **Michael Doering, MBA**

Michael Doering has served as the administrator of Pennsylvania's Patient Safety Authority since January 2007. In that capacity, he administers an independent state agency, under an 11-member Board of Directors, that is charged with taking steps to reduce and eliminate medical errors by identifying problems and recommending solutions to promote patient safety.

For three years, before taking his current position, Mr. Doering was on contract to the Authority as senior consultant responsible for the development and implementation of the Pennsylvania Patient Safety Reporting System (PA-PSRS). PA-PSRS is a confidential, web-based system through which the state's approximate 480 licensed hospitals, birthing centers, ambulatory surgical facilities, and certain abortion facilities are required to submit reports of all adverse events and near-misses. The program also publishes the *Patient Safety Advisory*, a quarterly journal containing evidence-based risk reduction strategies based on clinical analysis and research of actual events submitted through PA-PSRS. The Authority has received national attention and was awarded the 2006 John M. Eisenberg Award, given jointly by The Joint Commission and the National Quality Forum, for advancing patient safety and quality. PA-PSRS was also recognized by Healthcare Informatics magazine with one of its 2004 Healthcare IT Innovator Awards.

Before working for the Authority, Mr. Doering was a director with the international firm Deloitte Consulting where he was employed for over 16 years. Mr. Doering has 23 years experience in operations management, primarily in government. He received his BA from Bradley University and MBA from Indiana University.

## **Joseph Francis, MD, MPH**

Joseph Francis, MD, MPH, is the associate director of health services research and development at the Department of Veterans Affairs (VA). Dr. Francis joined the VA in 1991, continuing his research and assuming progressive clinical leadership responsibilities in geriatrics and extended care. He was later appointed as chief medical officer of Veterans Integrated Service Network (VISN) 9, where he managed and oversaw clinical operations, medical education and research, and contributed to the design and implementation of key VA policy initiatives including performance measurement, surgical quality improvement, and patient safety.

Dr. Francis has served as vice president for data management and quality at St. Vincent Hospital in Indianapolis, where he implemented organizational safety, patient satisfaction, and performance improvement initiatives, and led the Corporate Compliance and Research Compliance programs. He also led city-wide efforts to prepare for bioterrorism and to establish a smallpox response program for Indianapolis.

# NATIONAL QUALITY FORUM

Dr. Francis returned to VA in June 2004 to direct its Quality Enhancement Research Initiative (QUERI). QUERI has supported initiatives that link VA investigators with clinical leaders and policymakers in order to improve care in conditions of high importance to veterans. He began serving as the acting deputy chief research and development officer in 2006 and was responsible for the overall administration and policy development for VA's \$1.7 billion research operations. In May 2008, Dr. Francis was appointed VA's deputy chief quality and performance officer. He was responsible for coordinating all of VA's quality management programs, including performance measurement, utilization management, clinical guidelines development, risk management, peer review, and accreditation. A year later he assumed the role of acting chief quality and performance officer.

Board-certified in internal medicine, geriatrics, and medical management, Dr. Francis has been on the medical faculty of the University of Pittsburgh, University of Tennessee, and Vanderbilt University.

Dr. Francis received his MD from Washington University in St. Louis and completed his residency and fellowship in general internal medicine, as well as his master's in public health, at the University of Pittsburgh.

## **Rita Munley Gallagher, PhD, RN**

Rita Munley Gallagher, PhD, RN, is the senior policy fellow at the American Nurses Association (ANA) National Center for Nursing Quality. Dr. Gallagher is a member of Stand for Quality's Steering Committee and co-chairs the National Priorities Partnership care coordination workgroup. She has served on NQF's Improving Use of Medications Workshop, The Joint Commission's Hospital of the Future Roundtable, and American Medical Association-convened Physician Consortium for Performance Improvement's Medication Reconciliation and Care Transitions Workgroups. Dr. Gallagher was elected governing councilor of American Public Health Association representing public health nursing. She represents ANA on the United States Pharmacopeial (USP) Convention and was appointed to its council of the convention, where she chairs USP's quality of patient care section.

## **David Hoyt, MD**

David Hoyt, MD, is chair of the Department of Surgery; executive vice-dean, School of Medicine; and John E. Connolly professor of surgery at the University of California, Irvine (UCI) Medical Center. He is also the executive director of the American College of Surgeons.

Dr. Hoyt has distinguished himself within the UCI Department of Surgery, having delivered numerous named lectures, received multiple significant awards from his colleagues as well as scientific organizations, while serving in positions of leadership. He continues to serve as an advisor of many graduate students.

Dr. Hoyt is a member of the American Surgical Association, Surgical Biology Club, Western Surgical Association, and Society of University Surgeons and holds membership in other prestigious surgical organizations. He is currently the immediate past president of the American Association for the Surgery of Trauma, past president of the Society of General Surgeons of San Diego, past president of the Shock Society, past chairman of the American

# NATIONAL QUALITY FORUM

College of Surgeons Committee on Trauma, and past medical director of Trauma at the American College of Surgeons. He has been a visiting professor at a large number of institutions nationally and internationally and is an editorial board member of six journals. He is the author of more than 475 publications. He was recently awarded the American Heart Association Resuscitation Science Lifetime Research Achievement Award and The American College of Surgeons Distinguished Service Award.

Dr. Hoyt received a BA with honors from Amherst College, followed by an MD from Case Western Reserve University. He was a surgical resident and research fellow at the University of California, San Diego (UCSD) and Scripps Immunology Institute.

## **Thomas James III, MD**

Thomas James III, MD, is the corporate medical director for Humana's national network. Dr. James is also practicing both internal medicine and pediatrics. He is actively involved with public reporting of health care quality, cost, and patient experience through his work with the AQA Alliance, Charter Value Exchange, employer coalitions and at Humana. Dr. James received his undergraduate degree from Duke University and his MD from the University of Kentucky. He received his post-graduate training in internal medicine at Temple University and pediatrics at Children's Hospital of Philadelphia.

## **Alyssa Keefe, MPP**

Alyssa Keefe, MPP, joined the Hospital Quality Alliance (HQA) as managing director in May 2009. Ms. Keefe leads and manages the activities of the HQA, a 19 member national coalition of diverse stakeholders including hospitals, health professionals, government agencies, quality experts, purchasers, and consumer groups.

Before joining the HQA, Ms. Keefe was a senior associate director for policy at the American Hospital Association and responsible for managing and conducting research and trends analysis of legislative and regulatory proposals as well as health policy initiatives important to hospitals and the healthcare system. Projects included analysis of hospital inpatient readmissions, hospital quality reporting data, hospitals and the economic downturn, baby boomers and their anticipated impact on hospitals and the healthcare system, and Medicare Recovery Audit Contractors. Ms. Keefe started her career at the National Coalition on Health Care, a non-partisan coalition dedicated to healthcare reform where she was communications Coordinator and managed many of the public affairs activities of the Coalition.

Ms. Keefe holds a bachelor of science in speech communications and public policy from Syracuse University and a master's of public policy from Georgetown University.

## **Keith Krein, MD**

Keith Krein, MD, serves as chief medical officer and senior vice president of Kindred HealthCare's health services division in Louisville, KY. Dr. Krein has served the post-acute care industry providing medical management and consulting services to a variety of organizations including the Center for Health Systems Research and Analysis at the University of Wisconsin and as medical director and vice president of professional services for Living Centers of America.

# NATIONAL QUALITY FORUM

Dr. Krein is a charter member of the American Medical Directors Association and a life emeritus member of the American College of Physician Executives having completed the ACPE Graduate Program in Medical Management.

## **Diane Mayberry, MHA, RN, CPHQ**

Diane Mayberry, MHA, RN, CPHQ, is the chief operating officer at the Minnesota Community Measurement (MNCM). She has almost 35 years of experience in healthcare as a registered nurse and more than 25 years in various management and quality positions. Ms. Mayberry has worked in a variety of healthcare settings ranging from tertiary hospital nursing with a specialty in intensive care to working with physician groups and implementing best practices in care delivery. Before her tenure at MN Community Measurement, Ms. Mayberry served as the quality improvement director at Medica for seven years.

In her four years at MNCM, Ms. Mayberry has led business and measurement development efforts. She was instrumental in designing and successfully executing a new method of collecting clinical data directly from medical groups (Direct Data Submission) and has led measurement development for these DDS measures. In 2009, she assisted in facilitating workgroups on Basket of Care Measurement and is co-leading a measurement workgroup on shared decisionmaking. Since October, 2009 she has held the vice chair position on the National Quality Forum's Community/Public Health Agency Council.

Ms. Mayberry holds a master's in healthcare administration from the University of Minnesota, is a certified professional in healthcare quality, and has had training as an organization evaluator using the Malcolm Baldrige criteria.

## **Richard Morin, PhD**

Richard Morin, PhD, is the secretary-treasurer and trustee of the American Board of Radiology and the chair of the Board of Trustees of the American Board of Imaging Informatics. Dr. Morin is a former president and chairman of the Board of the American Association of Physicists in Medicine and the Board of Chancellors of the American College of Radiology.

Dr. Morin has presented numerous lectures at international and scientific meetings and has published over 80 research papers. His current research interests include computer applications in the radiological sciences with emphasis in electronic medical imaging and computed tomography physics with emphasis in CT cardiovascular imaging.

Dr. Morin received his PhD from the University of Oklahoma in radiological sciences. He is a fellow of the American College of Radiology and a diplomate of the American Board of Radiology in diagnostic radiological physics and nuclear medical physics.

## **David Nau, PhD, MS, CPHQ**

David Nau, PhD, MS, CPHQ, is senior director for research & performance measurement at Pharmacy Quality Alliance (PQA), Inc. Before joining PQA, he held tenured faculty appointments at the University of Michigan and University of Kentucky and also served as manager of research strategies for Humana Pharmacy Solutions.

# NATIONAL QUALITY FORUM

Dr. Nau's work has focused on the improvement of medication use within the healthcare system and is one of the few pharmacists to hold the designation of Certified Professional in Healthcare Quality (CPHQ). His work has included evaluating the quality and safety of medication use for patients with chronic diseases, the establishment of pharmacy-based disease management programs, and the development of quality improvement systems for pharmacy services. He has conducted research on the causes and consequences of medication non-adherence and has helped to develop methodological standards for medication adherence research for the International Society of Pharmacoeconomics and Outcomes Research. Dr. Nau has authored over 40 publications and is a frequently invited speaker on issues related to quality assessment and research methods.

Dr. Nau received his BS in pharmacy from Ohio Northern University and an MS in pharmacy administration from the University of Toledo. Dr. Nau completed a pharmacy residency program at The Toledo Hospital and a specialized residency in hospital pharmacy management at Shands Hospital at the University of Florida. He received his PhD from the University of Florida in 1997.

## **Devorah Ehrlich Rich, PhD, MS**

Devorah Ehrlich Rich, PhD, MS, serves as the vice president of cost quality for the Greater Detroit Area Health Council (GDAHCC), a multi-stakeholder, regional coalition dedicated to improving healthcare quality, access, and cost in Southeast Michigan with an end result of improving community health status.

Dr. Rich is responsible for ensuring that cost quality initiatives represent key healthcare issues in Southeast Michigan, have metrics to measure the impact, and are strategies that can be rolled out and sustained. She is also responsible for the public performance and reporting measurements. Dr. Rich has introduced the A-3 methodology, which has helped each team focus its efforts, develop road maps for achieving goals, and establish processes to quantify team impacts.

Dr. Rich is the Charter Value Exchange project director, a member of the Brookings Institution Quality Alliance Steering Committee Episodes Work Group, a member of the Michigan Center for Effective IT Adoption (M-CEITA) Steering Committee, and a member of the Board of Directors of the Southeast Michigan Health Information Exchange.

Dr. Rich has a BS in geology from the University of Pittsburgh, an MS in science, technology, and values from Rensselaer Polytechnic Institute, and a PhD in socio-technical planning from the University of Michigan.

## **Joachim Roski, PhD, MPH**

Joachim Roski, PhD, MPH, is the managing director at the Engelberg Center for Health Care Reform at the Brookings Institution. He manages and directs the Center's High-Value Health Care Project, which enhances the activities of the Quality Alliance Steering Committee and represents a broad public-private collaboration to achieve widespread use of valid quality and cost measures to improve medical care. It also makes it easier for patients to get information about quality so they can make more informed healthcare decisions.

# NATIONAL QUALITY FORUM

Before joining Brookings, Dr. Roski oversaw activities pertaining to performance measure development, research, analysis, and public and private sector contracting at the National Committee for Quality Assurance. He also served as director of quality and performance effectiveness for Allina Health System in Minneapolis, and as research director in the division of epidemiology, School of Public Health at the University of Minnesota.

Dr. Roski has led multiple healthcare research or demonstration projects, including those funded by the U.S. Department of Health and Human Services, the Centers for Medicare and Medicaid Services, the Robert Wood Johnson Foundation, the Commonwealth Fund, the California Healthcare Foundation, and the U.S. Agency of Healthcare Quality and Research, among others.

Dr. Roski earned his PhD in health psychology from the University Trier, Germany, and his master's in public health from the Division of Epidemiology at the University of Minnesota's School of Public Health. He currently holds adjunct faculty appointments at Johns Hopkins University and the Ludwig-Maximilian University in Munich, Germany.

## **Jonathan Sugarman, MD, MPH**

Jonathan Sugarman, MD, MPH, is president and CEO of Qualis Health, an independent, private not-for-profit healthcare quality improvement organization headquartered in Seattle. Dr. Sugarman has served as an advisor for numerous government and private sector quality initiatives and has served on the boards of directors for several medical and professional associations, including the Executive Committee of the Physicians Consortium for Performance Improvement. He is past president of the American Health Quality Association, the Washington Academy of Family Physicians, and the King County Academy of Family Physicians. He served as chair of the commission on quality of the American Academy of Family Physicians.

## **Phyllis Torda, MA**

Phyllis Torda, MA, is vice president for strategy and the quality solutions group at the National Committee for Quality Assurance (NCQA). Ms. Torda leads NCQA's strategic planning and is responsible for identifying and defining strategic opportunities for the organization. She also heads NCQA's quality solutions group, which leverages NCQA's expertise to meet the needs of agencies and organizations in both the public and private sectors. Current initiatives include promoting the use of electronic health records for performance measurement, strategies and methodologies for physician measurement, and evaluating Medicare Special Needs Plans.

Previously, Ms. Torda served as NCQA's vice president for product development, where she created programs for evaluating the quality of care provided by physicians and by organizations. These included the patient-centered medical home, back pain and heart/stroke recognition programs for physicians, and accreditation and certification programs for disease management organizations. She also has been responsible for annual changes to NCQA's accreditation programs for health plans.

# NATIONAL QUALITY FORUM

Before coming to NCQA, Ms. Torda was director of health and social policy at Families USA, a consumer advocacy group focusing on health reform issues. Ms. Torda has worked for over 25 years on health policy issues, particularly those relating to vulnerable populations. She has completed all requirements except the dissertation for a PhD in history from the University of Wisconsin, Madison.