

Ross D. Martin, MD, MHA

Dr. Martin is Vice President of Policy and Development at the American Medical Informatics Association (AMIA), a 5,000+-member, multidisciplinary professional association focused on all aspects of informatics from discovery to care delivery. He manages all aspects of AMIA's national policy efforts, corporate membership and new business development and is directly responsible for selling and managing approximately 20% of AMIA's budget. In 2014, he achieved 113% of his sales goals (>\$1.1MM).



Before joining AMIA in December 2012, he was Specialist Leader and co-lead of the healthcare go-to-market team in the Federal Strategy practice at Deloitte Consulting LLP, a global consulting firm, where he focused on the technology standards and policies that support adoption and meaningful use of electronic health records, health information exchange, and the convergence of clinical research and clinical care.

Prior to joining Deloitte in 2009, Dr. Martin was Director of Health Information Convergence at BearingPoint, Inc. From 2001-2007, he worked in various Business Technology and informatics roles of increasing responsibility at Pfizer Inc, ultimately serving as Director of Healthcare Informatics at Pfizer where he worked on standards for electronic prescribing, electronic medical records, connecting clinical trials to personal health records, the emerging nationwide health information network, and medical education. He has worked as an obstetric house physician, an urgent care physician, a consultant in managed care, health technology assessment and medical informatics, and as a professional writer and healthcare publication editor. His peripatetic educational journey included a BA in political science from Wright State University, a medical degree from the University of Cincinnati, OB/Gyn residency at Bethesda Hospitals, a master of health services administration degree from Xavier University, and a National Library of Medicine fellowship in medical informatics at the Harvard/MIT Division of Health Sciences & Technology.

Dr. Martin has served in numerous health information technology standards development and advocacy organizations including the American Health Information Community's Consumer Empowerment Workgroup, the Board of Trustees of the National Council for Prescription Drug Programs (NCPDP), the Board of Directors of the American National Standards Institute's Health Information Technology Standards Panel (ANSI HITSP), and the Executive Committee of MedBiquitous. He has also been an active participant in HL7, the Health Information and Management Systems Society (HIMSS) and the American Medical Informatics Association (AMIA). He is a frequent speaker on matters related to healthcare transformation. He was the first recipient of NCPDP's Rising Star Award in 2004 and taught physician executives about health IT as a Senior Executive Education Fellow at the University of Maryland's Smith School of Business.

An accomplished vocalist, musician and writer, Dr. Martin has composed musicals, penned screenplays, and produced music videos. He is considered the world's leading medical informatimusicologist, serving as President, Founder and Fellow of The American College of Medical Informatimusicology (www.ACMImimi.org). He performs on street corners, in coffeehouses and, increasingly, at medical and technology conferences just often enough to remind himself why it's good to have a day job. In 2004, he was awarded a US Patent on the one-sided printing and manufacture of Möbius Strips and occasionally develops Words Without End® Möbius creations in support of worthy marketing and promotional efforts.

Dr. Martin lives in a suburb of Washington, DC with his wife, Kym, a three-time, 30-year cancer survivor and Co-Chair of the WEDI Patient Experience Council, and his 13-year-old son, Taylor, who are both constant reminders of the need for accelerating the transformation of our healthcare system through the dynamic flow of health information and continuous process improvement. More than you likely care to know is available at www.rossmartinmd.com.