

Summary	Versatile, creative professional with over 20 years' experience in informatics, healthcare consulting, strategy, corporate relations, corporate sales, business development, communications, innovation, association management, and care delivery. Skilled leader whose passion, work ethic and collaborative style bring out the best in others to achieve positive outcomes with shared ownership. Experience in and broad understanding of the many facets of the healthcare industry, including pharmaceuticals, pharmacovigilance, care delivery, managed care, pharmacy, health information technology (HIT), standards development, state and federal policy, and academia.
Employment 2012 to Present	<p>Vice President, Policy and Development (6/2013), Vice President, Corporate Relations and Business Development (12/2012) ■ AMIA ■ Bethesda, MD</p> <p>Responsible for all aspects of public policy, business development and sales and management of corporate memberships for a 5,000+ member professional association focused on health informatics ■ Completely redesigned corporate membership program to meet gross and net revenue financial targets ■ Achieved 121% (\$1.05MM) of sales goal for 2014 ■ Developed processes and decision support tools to manage the workflow of selling and servicing corporate members ■ Develop and deliver all aspects of two-day policy invitational and annual Hill Day ■ Manage Public Policy and Industry Advisory Council Committees</p>
2009 to 2012	<p>Senior Manager (2009), Specialist Leader (2010) ■ Deloitte Consulting, LLP ■ Arlington, VA</p> <p>Co-led the healthcare go-to-market team of Deloitte's Federal Strategy practice ■ Co-led commercial informatics practice ■ HIT standards and policy subject matter expert focused on the implementation of the HITECH Act ■ Consistently exceeded team sales goals of increasing levels up to \$7MM per year ■ Advisor to the Office of the National Coordinator for HIT (ONC) on State Health Information Exchange and Beacon Community programs and on the Meaningful Use of electronic health records ■ Delivered technical assistance to states on all aspects of HIE program ■ Clients included ONC, VHA, DOD Military Health System, large biotech and large integrated delivery networks</p>
2007 to 2008	<p>Director, Health Information Convergence ■ BearingPoint, Inc, ■ McLean, VA</p> <p>Led BearingPoint's efforts to connect Life Sciences and clinical innovation with clinical care through HIT</p> <p>Engagements led included: Developed business model and long-term HIT strategy for community pharmacy and professional pharmacist association members ■ Developed toolkit for replicating technical approach to leveraging electronic clinical data sources for pharmacovigilance ■ Produced whitepaper for blue ribbon panel on information technology in long-term care</p>
2005 to 2007	<p>Director, Healthcare Informatics ■ Pfizer Inc ■ Washington, DC</p> <p>Developed and executed on Pfizer's long-term strategies around health information technology (HIT) and the convergence of clinical research and clinical care ■ Represented Pfizer in external standards development and HIT policy organizations ■ Focused on electronic prescribing (eRx), electronic health records (EHRs), and personal health records (PHRs) ■ Developed strategies for matching patients to clinical trials using EHR data queries ■ Developed models for a shared query model for phase I clinical trial subjects using personal health records</p>
2001 to 2004	<p>Senior Manager, Business Technology ■ Pfizer Inc ■ New York, NY</p> <p>Internal clients: US Planning & Business Development ■ Pfizer Strategic Investments Group ■ Pfizer Health Solutions ■ eMarketing</p> <p>Areas of focus: eRx ■ EHRs ■ Continuing Medical Education ■ Technology standards & policies ■ Business process support ■ Business development ■ Developed technical infrastructure to support new venture capital fund ■ Made recommendations on technology-related strategic investments</p>
2000 to 2001	<p>Editorial Director ■ Dept. of Information Technology ■ Managed Care Interface</p> <p>Published by Medicom, Intl. ■ Wrote monthly IT column ■ Procured content for a department covering IT issues in a peer-reviewed managed care journal with a circulation of 40,000</p>
1998 to 2000	<p>Founding Editor ■ Essential Informatics for Medical Groups</p> <p>Co-published by Aspen Publishers, Inc. and the Medical Group Management Association ■ Eight-page, monthly newsletter focused on medical informatics issues for small to mid-sized medical groups ■ Presided over all aspects of newsletter content, concept and design</p>

Washington, DC ■ ross@rossmartinmd.com

1997 to 2001	<p>Independent Medical Informatics Consultant ■ Huntington Beach, CA ■ Boston, MA Clients: Harvard Risk Management Foundation ■ CareInsite/WebMD ■ PacifiCare of California ■ MD Consult ■ Ohio Willow Wood ■ Apollo Medical Tech ■ HCA ■ American College of Obstetrics & Gynecology Consultation Topics: Business plan optimization ■ Electronic medical records QA ■ Online continuing medical education courses ■ Online clinical guidelines ■ Online medical publication pricing and positioning ■ Web site reviews ■ Medical technology applications in managed care organizations and medical groups ■ Electronic medical record selection</p>
<p>1993 to 1996</p> <p>Education</p>	<p>House Physician ■ The St. Luke Hospitals ■ Ft. Thomas, KY</p> <p>Harvard University/Massachusetts Institute of Technology ■ Boston, Mass Medical Informatics Fellow ■ July 1998 to December 1999 Division of Health Sciences and Technology ■ Decision Systems Group, Brigham and Women's Hospital ■ Sponsored by the National Library of Medicine through the NIH ■ Conducted research on the use of artificial neural networks in <i>in vitro</i> fertilization embryo transfer and on database design in reproductive medicine</p> <p>Xavier University ■ Cincinnati, Ohio Master of Hospital and Health Services Administration ■ December 1997 GPA ■ 3.88 ■ Graduate Fellow ■ Application of neural networks to obstetrics decision making Residency ■ PacifiCare of California ■ Cypress, CA Master's Thesis ■ Creating a Benefit Management Information Database in a National HMO</p> <p>University of Cincinnati College of Medicine ■ Cincinnati, Ohio Medical Degree ■ 1991</p> <p>Wright State University ■ Dayton, Ohio Bachelor of Arts in Political Science ■ 1987 <i>Magna cum laude</i> ■ University Honors Scholar ■ Departmental Honors ■ National Collegiate Honors Council UN Semester, Long Island University, Brooklyn Campus, 1984</p>
Training	<p>Yale School of Management ■ New Haven, CT BearingPoint Leadership Skills II ■ July 6-11, 2008</p> <p>Bethesda Hospitals ■ Cincinnati, OH Obstetrics and Gynecology Residency ■ July 1991 to June 1993</p>
Distinctions	<p>Hall of Honor Inductee ■ Fairborn City Schools ■ 2012</p> <p>Distinguished Alumni Award ■ Wright State University Honors Program ■ 2006</p> <p>US Patent #6,779,936 ■ One-sided Printing and Manufacture of a Möbius Strip ■ 2004</p> <p>Rising Star Award ■ The National Council for Prescription Drug Programs ■ 2004</p> <p>National Managed Health Care Congress ■ National Advisory Board ■ 1999</p> <p>Graduate Management Admission Test ■ Total Score 730 (99th percentile)</p> <p>Annual CREOG Performance Award ■ Bethesda Hospital ■ 1992 & 1993</p> <p>Graduate Fellow ■ The Ohio Board of Regents ■ 1987 to 1989</p> <p>Outstanding Employee Award ■ Environment Control ■ 1987</p> <p>J. I. Salsburg Memorial Honors Scholar ■ Wright State University ■ 1984 & 1985</p> <p>Academic Scholarship ■ Wright State University ■ 1983</p>
Affiliations	<p>American Academy of Pharmaceutical Physicians ■ 2005-2007</p> <p>American College of Medical Informatics ■ President, Founder and Fellow ■ 2009 to present</p> <p>American Health Information Community ■ Consumer Empowerment Workgroup ■ Co-Chair Consumer Empowerment and Privacy Task Group ■ A2 Transition Planning Group ■ 2006 to 2009</p> <p>American Medical Association ■ Electronic Medicine Advisory Committee ■ 2004 to 2007</p> <p>American Medical Informatics Association ■ 1997 to present</p> <p>Diplomate of the National Board of Medical Examiners</p>

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eHealth Initiative ■ eRx and Policy workgroups ■ 2004 to 2008
Global Alliance for Medical Education ■ Board of Directors ■ 2003 to 2004
Health Informatics Technology Standards Panel ■ Board Member ■ 2005 to 2010
Health Information and Management Systems Society ■ 1998 to present ■ e-Prescribing and policy workgroups
Health Level 7 ■ Founded HL7-NCPDP e-prescribing mapping workgroup
MedBiquitous ■ Executive Council ■ 2003 to Present
National Council for Prescription Drug Programs ■ 2003 to 2011 ■ Board of Trustees, 2005 to 2008 ■ Education Committee Chair, 2004-2005 ■ WG 15 Co-Chair, 2008-2009
University of Maryland Smith School of Business ■ Executive Education Fellow ■ 2010

Technology

Programming training in:

C++ ■ HTML ■ Fortran ■ SQL database design ■ Neural network design

Proficiency in:

Microsoft Office: Excel, Word, PowerPoint, Visio, Access, Project, VB programming
 A/V Editing and Production: Audacity, FinalCut Pro X

Selected Publications

Flatley Brennan P, et al. "Patient-centered care, collaboration, communication, and coordination: a report from AMIA's 2013 Policy Meeting." *J Am Med Inform Assoc* 2014;0:1–4. doi:10.1136/amiajnl-2014-003176.

Martin RD, Nadler JP, et al. "The 2012 Deloitte-AMIA Health Informatics Industry Maturity Survey." Deloitte. 2012.

Martin RD. "Gimme My DaM Data (Data about Me)." Music video. The American College of Medical Informatimusicology. 2012.

Martin RD. "The Meaningful Yoose Rap." Music video. The American College of Medical Informatimusicology. 2011.

Martin RD. "HITECH: An Interoperetta in Three Acts." Music video. The American College of Medical Informatimusicology. 2009.

Martin RD, et al. "Essential but Not Sufficient: Information Technology in Long-Term Care as an Enabler of Quality Improvement and Consumer Empowerment." Report created for the National Commission for Quality Long-Term Care. 2007.

Hale PL, et al. *Electronic Prescribing for the Medical Practice: Everything You Wanted to Know but Were Afraid to Ask*. Author Chapter 2, "E-prescribing: Federal and State Legislation and Initiatives." Co-author, Chapter 3, "E-prescribing Standards. HIMSS Publications." 2006.

Dewan NE, et al. *Behavioral Healthcare Informatics*. Springer. Editor, Section II, "Clinicians' Issues." 2001.

Martin RD. Creating a benefit management information database." *Managed Care Interface*. 1998;11(9):56-60.

Martin RD, et al. "The treatment of chronic nonmalignant pain in the managed care environment." *Managed Care Interface*. 1998;11(suppl):1-28.

Martin RD, MacDowell NM, and Macmann JM. "Effectiveness of a teen pregnancy clinic in a managed care setting." *Managed Care Quarterly*. 1997;5(3):20-27.

Interests

Creative writing, guitar, musical performance, theater, reading, and personal fitness