



2018 Annual Conference
Leveraging Data to Improve Access and Care
Speaker Bios

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Susan Otter, Director of Health Information Technology, Oregon Health Authority

Susan Otter is the *Director of Health Information Technology* at the Oregon Health Authority (OHA). As Director, Susan is focused on supporting Oregon's Health System Transformation efforts with the right level of health information technology-related state policy, guidance, direction, and technology services. Prior to this position, Susan was the Project Director for the Medicare/Medicaid Alignment Project at OHA and led a stakeholder process to design alignments between Oregon's new Medicaid Coordinated Care Organizations (CCOs) and Medicare to benefit individuals eligible for both programs. Previously, she directed the Medicaid Health Information Technology (HIT) Project and was responsible for development of Oregon's State Medicaid HIT Plan and the implementation of Oregon's Medicaid Electronic Health Record (EHR) Incentive Program. A native Oregonian, Susan graduated from the University of Chicago with a degree in Sociology.

Andy Zechnich, Chief Medical Information Officer, Oregon Region, Providence St. Joseph Health

Dr. Zechnich is a practicing emergency physician at Providence St. Vincent Medical Center and the Chief Medical Information Officer for the Oregon Region for Providence St. Joseph Health. He completed a fellowship in medical informatics at OHSU and is board certified in both Emergency Medicine and Clinical Informatics. He is heavily involved in EHR optimization, provider engagement, and improving interoperability. He serves on Epic's Care Everywhere Governing Council and leads a regional Care Everywhere Regional Users Group. He serves on the board of Reliance eHealth Collaborative and on the State's HIT Commons Governance Board.

Liz Whitworth, PreManager Project Manager, CareOregon

Liz Whitworth is the PreManage Project Manager for CareOregon. In her role, Liz supports care coordination teams using PreManage and assists the network team in engaging clinic partners with PreManage adoption. Previously, she worked with the Oregon Healthcare Quality Corporation (QCorp) and the Oregon Perinatal Collaborative to launch the Oregon Maternal Data Center.

Live! Live! Live! A Patient's Perspective

Lisa Layton, M.S.-CCC

Lisa Layton, M.S.-CCC, graduated from Loma Linda University with a degree in speech-language pathology. She has experience in hospitals, schools as a clinician and administrator, and private practice. Lisa is a mother of two young daughters, and a "liver." Lisa's philosophy since being diagnosed with stage IV Cholangiocarcinoma (a rare form of liver cancer) in 2013 has been to "Live, Live, Live" a line from the film *Auntie Mame*. She is in treatment for recurrent, metastatic disease. Lisa volunteers for The Cholangiocarcinoma Foundation.



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Decision Support: An Interdisciplinary Approach

Brett Downen, Lead Manager of Imaging Informatics, Kaiser Sunnyside Medical Center

As the Lead Manager in Imaging Informatics, Brett oversees the implementation and daily support of a growing collection of medical imaging systems (23 and counting). His career in medical imaging began a dozen years ago as a radiologic technologist at Kaiser Sunnyside Medical Center, but his previous background in software development soon lead him into a newer field of both medical imaging and high tech as a PACS Administrator. Brett has since moved into management but still prefers the unique challenges of Medical Imaging; he now manages Imaging Informatics, a department that encompasses both Medical Imaging applications and HIS/RIS data management.

TJ Anderson, Director of Knowledge Management and Decision Support, Department of Medical Informatics, Northwest Permanente

TJ Anderson, MD, FAAP is the Director of Knowledge Management and Decision Support as part of the Department of Medical Informatics for Northwest Permanente. Dr. Anderson has been in his current role for almost two years and is a board-certified Clinical Informaticist. Prior to this position, he was the Ancillary Physician Lead for the Department of Medical Informatics and the Pediatric Department Physician Champion for about 4 years beforehand. His duties currently consist of managing the Champion Program and directing the knowledge management and decision support strategy and technical build for users in the Northwest region of Kaiser Permanente. Areas of focus include establishing effective processes for intake, review and maintenance of clinical content and decision support requests. He also focuses on trying to limit alert fatigue by optimizing and scrutinizing decision support tools such as pop-up warnings and medication interaction warnings.

Bill Dussin, PharmD., CPHIMS, Informatics Pharmacist, Providence St. Joseph Health

Bill Dussin is the Pharmacy Informatics Lead at Providence St. Joseph Health System, focusing on EHR optimization and governance for medication related initiatives within the organization. Dr. Dussin graduated from Oregon State College of Pharmacy in 2009 and has been in an informatics role with Providence since 2011.

Joseph Lassiter, President, The Robertson Group (TRG)

Joseph Lassiter, MS, PharmD, BCPS is the President and Managing Advisor for The Robertson Group (TRG), a clinical informatics consulting firm based in Portland, Oregon. Dr. Lassiter previously served as Chief Pharmacy Officer and Senior Consultant for TRG. His consulting practice focuses on strategically optimizing the safety, quality, and efficiency of clinical information systems across the continuum of the health system. Prior to starting his full-time consulting practice, Dr. Lassiter was an Associate Director for Medication-Use Informatics and Technology at the University of Michigan Health System. Dr. Lassiter is also currently serves the elected Chair of the Section of Pharmacy Informatics and Technology for the American Society of Health-System Pharmacists (ASHP).

Ruth Schleyer, Chief Nursing Informatics Officer, Legacy Health



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Social Determinants of Health – How Data Demonstrates Their Impact on the Health of a Population

Matthew Mitchell, Data Strategist, Central City Concern

Matthew Mitchell is the data strategist at Central City Concern, a homeless service nonprofit and federally qualified health center in Portland, OR. Mr. Mitchell leverages analytics and human-centered design to shape strategic responses to complex health and social needs. He has worked in homeless services and health care for over a decade and is committed to ensuring that our most vulnerable neighbors have access to high quality care.

Yelena Rozenfeld, Senior Data Scientist, Providence St. Joseph Health

Yelena Rozenfeld is a Senior Data Scientist at Providence-St Joseph Health, a health system covering seven states with 50 hospitals, hundreds of clinics and 143,000 employees. Yelena provides analytical and leadership expertise for operational strategic and research projects. She works on developing Predictive Analytical Models and other advanced analytics. Yelena is experienced in outcome research and evaluation providing her expertise in investigative study designs. She also acts as a consultant and promoter to business leaders on analytics to advance the data science work across the Providence system. Yelena leads the system effort in integrating Social Determinants of Health information with clinical data. Among other accomplishments, Yelena authored or co-authored more than 15 peer-reviewed publications. Prior to joining Providence, Yelena worked at HealthInsight Oregon (aka OMPRO/Acumentra Health), quality improvement organization, progressing from a healthcare analyst to the management position. Yelena is trained to use quantitative methodology for analyzing and addressing health problems to support basic and applied research in public health and health care. She holds an undergraduate degree in mathematical statistics from Tartu University (Estonia) and Master of Public Health in biostatistics and epidemiology from the Oregon Health & Science University.

Juliana Wallace, LCSW, CADC 111, Director of Services, Unity Center for Behavioral Health

Juliana Wallace is the Director of Services at Unity Center for Behavioral Health. Ms. Wallace is a licensed clinical Social Worker. She received her bachelor's and master's degree in social work from the University of Central Florida. She is a certified alcohol and drug counselor and has worked in social services for more than 13 years, including more than 10 years with homeless youth in Portland. She is an adjunct professor at the Portland State University School of Social Work, teaching a course on trauma-Informed care. She has presented at many national conferences on health care and homeless issues. Her clinical practice concerns the connection of trauma and stress to coping skills.

Craig Rusch, Chief Information Officer, Albertina Kerr Centers

Craig Rusch has been with Albertina Kerr Centers as CIO since 2003. Over the past 3 years Mr. Rusch has been working closely with Legacy to implement Epic while engaging directly with Epic to develop its just released Social Care module, a suite of tools designed to support the coordination of care between social organizations and medical institutions. During his time at Kerr, Mr. Rusch also served as acting CIO for Trillium Family Services in 2012-2013. Prior to joining Kerr, Mr. Rusch worked for a variety of for-profit companies including Andersen Consulting, Tele-TV (one of the earliest developers of video on demand services), and Nike where he led a business-to-business internet strategy group—which resulted in more than \$1 billion in online sales.



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Healthcare Leadership Panel

Laureen O'Brien, Principal, LOB Consulting

Laureen currently serves as an independent consultant working with the Oregon Health Leadership Council and the Oregon Health Authority on statewide initiatives to improve the quality, safety and affordability of health care delivery in Oregon. Laureen retired from her VP/CIO position where she had a long and distinguished career as a leader and innovator in health care information technology. Ms. O'Brien is known as an IT professional with a proven track record of developing high-performing teams that share her passion for results. She serves on community boards and also volunteers with the Oregon Chapter of HIMSS to ensure focus and development of the next generation of HIT leaders.

Maili Boynay, Vice President of Applications, Information Systems & Services, Legacy

Maili Boynay joined Legacy Health in 2006 and has since been a leader in the organization for the past 10 years. In 2017 Maili became Vice President of Applications, Information Systems and Services. She oversees over 100 analysts performing design, implementation, maintenance and optimization of software applications and business solutions to meet organizational needs. Boynay has held successively more responsible positions since joining in 2006 as an applications analyst. As IS applications director, she led the highly successful work in care transformation, population health, health information exchange, LEAP and now LEAF (Facilities), ambulatory and urgent care, telehealth, and revenue cycle. Her work on the Epic Connect program made Legacy the first customer hosting Epic for external partners to earn 2017 certification. She was a key IS leader guiding the successful implementation of Epic at Legacy Silverton Medical Center.

Michael I. Lieberman, CHIO, OHSU

Michael I. Lieberman, MD, MS, is the Chief Health Information Officer at Oregon Health & Science University (OHSU). As a physician informaticist, he has worked in the field of electronic medical records, decision support, and performance measurement using electronic health data for over fifteen years. His areas of focus include implementing electronic health records across affiliated healthcare organizations and developing clinical reporting systems to drive clinical quality and performance. Prior to working at OSHU, he was an informatics leader for an EHR vendor. He has been active in numerous national initiatives around measuring quality through electronic data. He is a practicing general internist and is board certified in Clinical Informatics.

Valerie Fong, RN, MSN, Chief Nursing Informatics Officer, Providence Health & Services

Valerie Fong, RN, MSN, serves as the Chief Nursing Informatics Officer (CNIO) for Providence Health & Services in Oregon. Clinical knowledge paired with business and technological experience with EHR design and implementation, IS governance, and transitions of care allows her to lead diverse teams in partnership with clinical and business operations to manage and align strategies that improve and transform healthcare. She has presented at regional, national, and international conferences and contributed to numerous educational webinars and publications on clinical informatics topics. Ms. Fong has also served as adjunct faculty, teaching graduate students on informatics theory and concepts, clinical information systems, and consumer health informatics.



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David Strickland, VP / Regional CIO, Kaiser Permanente – Northwest

David Strickland is Vice President of Clinical Contact Center Systems and Northwest Information Officer for Kaiser Permanente's Care Delivery Technology Services. In this role, Mr. Strickland directs the strategic planning, leadership and oversight for Information Technology teams supporting Kaiser Permanente hospitals and clinics as well as the care delivery and business functions that support them in the Oregon and southern Washington markets. David Strickland is a member of the Northwest Joint Senior Leadership Team and ensures both regional and national technology initiatives meet the needs of Kaiser Permanente's members. He is also the accountable technology leader for the National Clinical Call Centers Systems across Kaiser Permanente.

Charlie Earle, CIO of Unity Care NW and CIO of Central City Concern

Are You Vaccinated Against Risk? Cultural, Technological, and Process Tools

Matt Beland, CEO, Smooth Sailing Solutions

Matt Beland, CISSP, is a 25-year information security expert with experience in a wide range of industries. Previously the Chief Security Officer of Davis Wright Tremaine LLP, a multi-national law firm, Mr. Beland has a particular focus on balancing technical, administrative, and cultural approaches to risk and security management.

David Strickland, VP / Regional CIO for Kaiser Permanente – Northwest

Process and Technical Infrastructure for Data Science ROI. Case Study: Predicting and Preventing Clinic No Shows

Tristan Markwell, Principal Strategic Scientist, Providence St. Joseph Health

Tristan Markwell serves as Principal Strategic Scientist for Providence St Joseph Health, where he focuses on assessing and evaluating industry trends and new technologies for their potential value to the system, as well as evaluating ROI for analytics projects. Tristan has more than a decade of experience in healthcare analytics and data science and holds a Master's degree in Economics from the University of Nebraska.

Lindsay Mico, Senior Data Scientist, Providence St Joseph Health

Lindsay Mico is a Sr Data Scientist at Providence St Joseph Health where he focuses on the development of advanced analytics and predictive modeling tools to improve patient care and reduce costs. A biologist and statistician by training, Lindsay has over 15 years of analytics experience in the healthcare, environmental, and telecommunications industries. He holds a Master's degree in Neuroscience from UC San Diego and is currently working towards a second Masters in Systems Science at Portland State University.