

ROBERT B. ELSON, MD, MS

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CHIEF MEDICAL OFFICER / CHIEF MEDICAL INFORMATION OFFICER / CONSULTANT

CAREER PROFILE

Excellent professional track record for positions in clinical information technology and medical informatics. Proven ability to provide clinical IT strategies and roadmaps, serve as liaison between IT and clinical personnel/organizations, and manage system selection, implementation, and improvement.

Areas of Strength

- Ambulatory and acute care clinical IS strategic planning
- CPOE, eRx, EMR, PHR
- Health information exchange
- Clinical decision support optimization
- Medication reconciliation
- Med error & adverse event prevention
- Evaluation / ROI analysis
- Quality improvement, measurement & reporting
- Outcomes, P4P
- Clinician adoption strategy
- Product design & management
- Vendor relations
- Government relations
- Regulatory compliance

Strong communication, support, and team leadership skills with clients and colleagues at all levels. Recognized as a creative and effective strategic planner and problem solver. Resourceful coordinator, business developer, and researcher in fast-paced clinical IT settings. Absolute commitment to safety.

FORMAL EDUCATION

Master of Science, Health Informatics – University of Minnesota

MD – Albert Einstein College of Medicine

Bachelor of Arts, Biology – Johns Hopkins University

PROFESSIONAL EXPERIENCE

CLINICAL SYSTEMS DESIGN, LLC

2005 – 2006; July '08 - present

FOUNDER AND PRESIDENT

- Providing EMR strategic and design support for athenaHealth
- Wrote grant for and managed \$1M CMS/AHRQ-funded 2006 eRx pilot in Cleveland
- Conducted a CDS-in-CPOE optimization project at the Cleveland Clinic
- Analyzed eRx vendor capabilities for Pfizer

ECLIPSYS CORP

Jan '07 – July '08

CHIEF MEDICAL OFFICER

- Defined the post-adoption CPOE landscape & developed cutting-edge agenda for CPOE monitoring, CDS optimization, med error and ADE measurement, and management of unintended consequences.
- Helped steer eRx and acute care prescription history transaction strategies.
- Created and supported highly engaged client physician (CMIO) community.
- Primary liaison to ONC, AMIA, AHRQ and CMS; CCHIT Inpatient WG member since 7/07.

METROHEALTH CENTER FOR HEALTHCARE RESEARCH & POLICY

2006 – 2007

SR. RESEARCHER IN CLINICAL INFORMATICS

- Developed plan for building informatics research capacity in nationally recognized health policy unit
- Helped procure a highly competitive RWJF Aligning Forces for Quality grant

RXHUB, LLC

2003 - 2005

VICE PRESIDENT OF MEDICAL AFFAIRS

- First in the industry to characterize the role of prescription claims in reconciling prescription history.
- Provided a critical understanding of acute care IT market. Launched new prescription claims history delivery service for acute care settings. Identified and helped execute distribution strategies for this service, particularly through large IT system vendors and regional health information exchanges.

MCKESSON CORPORATION/ABATON.COM

1996 - 2003

VP OF MEDICAL AFFAIRS, MCKESSON INFORMATION SOLUTIONS

2001 - 2003

- Supported clinical sales team, primarily for Vanderbilt CPOE product.

MEDICAL LIAISON, MCKESSON PROVIDER SOLUTIONS GROUP

2000 - 2001

- Provided sales and marketing support for full line of ambulatory care practice products.
- Drove market understanding and interest in web-based applications & modular EMR deployment.

E-PRESCRIBING PRODUCT MANAGER, ABATON.COM

1996 - 2000

- Helped build the first web-based, modular, ASP-delivered EMR. Designed and managed trend-setting ePrescribing module with advanced decision support and transactional capabilities.

UNIVERSITY OF MINNESOTA

1991 - 1997

NATIONAL LIBRARY OF MEDICINE FELLOW IN MEDICAL INFORMATICS

1993 - 1997

- Helped to bring into focus the critical role of information retrieval and display in decision making.
- First to publish on applicability of just-in-time models to medical information management.

FACULTY DEVELOPMENT FELLOW IN FAMILY MEDICINE

1991 - 1993

- Gained solid foundation in research and teaching methods; Led Departmental EMR selection process

ADDITIONAL EXPERIENCE

- *Medical Director, Velocity HealthCare Informatics: Vendor of quality-of-life data collection software ('94).*
- *Consultant to United HealthCare Adv Tech: "Total Recall" claims-based clinical profiles project (1995).*
- *Part-Time Hospitalist, United Hospital (Allina), St. Paul, MN (1994 - 2001).*
- *Family Physician in full-time private practice, St. Croix Valley Clinic, Stillwater, MN (1985 - 1991)*

SELECTED PUBLICATIONS

- Northeast Ohio CMS eRx Pilot, [Final Report](#) Submitted to CMS and AHRQ (January '07)
- [Preparing for the Unexpected \(CPOE\)](#), HHN (March '08)
- [Electronic Prescribing: Toward Maximum Value and Rapid Adoption](#), eHealth Initiative (April '04)
- ePrescribing: A Market Primer and Implications for Managed Care Pharmacy, *J Managed Care Pharm*
- [An Industrial Process View of Information Delivery to Support Clinical Decision-Making](#), JAMIA '97
- [Computerized Patient Records in Primary Care: Their Role in Mediating Guideline-Driven Physician Behavior Change](#), *Archives of Family Medicine* '95

RECENT PRESENTATIONS

- *ePrescribing: An Infrastructure Perspective*, Capitol Hill 12/07, AMIA 5/08, AMDIS 7/08, UMN 10/08
- *CPOE in a Community Hospital: Adoption and Beyond*, HIMSS 2/08
- *Evaluation Methods in Medical Informatics*, Case Western Clinical Research Course, 7/08

AFFILIATIONS / LICENSING & CERTIFICATION

- Minnesota Board of Medical Practice, American Board of Family Practice, DEA

- American Medical Informatics Association (Public Policy Committee, 2007 – present), HIMSS, AMDIS
- CCHIT (Inpatient Workgroup Member, July 2007 – present)