

Understanding Episodes of Care

Presented by

Physicians Advocacy Institute, Inc.

Presenters:

Robert A. Greene, MD, FACP

CEO & Chief Medical Director, Focused Medical Analytics, LLC

Gregory H. Partridge

Vice President for Technical Affairs, Focused Medical Analytics, LLC

Guest Speaker:

Elaine Kirshenbaum, MPH

Vice President of Policy, Planning & Member Services, Massachusetts Medical Society

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Speaker Biographies

Robert A. Greene, MD, FACP

Co-founder, CEO and Chief Medical Officer
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Dr. Greene is on three national expert panels on physician performance measurement (AQA Physician Measurement Work Group, AHRQ Technical Expert Panel on Efficiency Measurement, and Symmetry (ETG) Medical Advisory Board). A practicing internist since 1989, Dr. Greene's career began with an electrical engineering degree from Harvard. His first work was helping design the early network computers for the ARPAnet, the direct precursor of the Internet. He became involved with managed care administration in 1992, serving as Finance Committee chair of the Rochester (NY) Individual Practice Association (RIPA), a 3,700 member IPA and since 2002 as its associate medical director.

Gregory H. Partridge

Co-founder and Vice President for Technical Affairs
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Mr. Partridge has over 25 years experience working in information systems of numerous health care organizations. He has had a variety of roles, from Emergency Room Technician, programmer, project manager, to business analyst. Since 1995 he has been the senior medical business analyst for RIPA. Over the last ten years Mr. Partridge has spent a great deal of time on analysis of physician data to identify action items. In 2005, Mr. Partridge and Dr. Greene founded Focused Medical Analytics, LLC, in order to bring their tools to a wider audience.

Elaine Kirshenbaum, MPH

Vice President of Policy, Planning & Member Services
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Elaine Kirshenbaum is vice president of Policy, Planning, and Member Services at the Massachusetts Medical Society (MMS), the nation's oldest continuously operating state medical society, with a membership of more than 18,000 Massachusetts physicians and medical students. Founded in 1781, the Society owns and publishes *The New England Journal of Medicine*, the *Journal Watch* family of professional newsletters, and *AIDS Clinical Care*.

As vice president, Mrs. Kirshenbaum oversees several areas of the organization including Health Policy, Health Systems, Strategic Planning, Membership, and Continuing Education and Certification. She staffs the Massachusetts Medical Society's Committee on the Quality of Medical Practice, which focuses on patient safety and improving the quality of medical care. She has been associated with the MMS since 1996 and has worked in health care for over thirty years.

She is a board member of Massachusetts Health Quality Partners, serves as a trustee of Boston University, and is a member of the Board of Visitors of Boston University School of Medicine.

About Focused Medical Analytics, LLC

Focused Medical Analytics (FMA) offers a unique combination of analytic and consulting services to health plans and physician organizations. FMA's services enable clients to create successful cost reduction programs while increasing the quality of medical care.

FMA's patent pending Medical Practice Pattern Tool™ (MPPT™) analyzes client data to identify practice patterns driving overuse and misuse of medical care for a given condition within a specific specialty. Once the most significant drivers emerge from the data, clients are able to focus attention on achieving their organizational goals.

In addition to providing valuable data to its clients, FMA also offers a wide variety of consulting options to help turn that data into action. FMA's experience in data analysis, program implementation, physician engagement and process improvement help achieve significant results for our clients while ensuring the best possible return on investment.



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