

## Brief Professional Bio

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Dr. Martin is Director of Healthcare Informatics at Pfizer Inc, with offices in Rockville, MD and New York City. He focuses on technology standards and policies for health information technology – including electronic prescribing, electronic medical records, personal health records, the emerging nationwide health information network (NHIN), and medical education. He is an active member of numerous health information technology standards development organizations, serving on 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), the American Medical Association's Electronic Medical Advisory Committee, and the Executive Committee of MedBiquitous. He also actively participates in HL7, HIMSS and AMIA. He was the first recipient of NCPDP's Rising Star Award in 2004.



Prior to joining Pfizer in 2001, he worked as an obstetric house physician, an urgent care physician, a consultant in managed care and medical informatics, and as a professional writer. His peripatetic educational journey included a BA in political science from Wright State University, a medical degree from the University of Cincinnati, a master of health services administration degree from Xavier University, and an NIH fellowship in medical informatics at the Harvard/MIT Division of Health Sciences & Technology.

An accomplished vocalist, musician and writer, he has composed two produced musicals, penned five yet-to-be-produced screenplays, and recorded dozens of songs (including commissioned works for standards development organizations). 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. More than you likely care to know is available at [www.rossmartinmd.com](http://www.rossmartinmd.com).