

# ross d. martin, md, mha

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## employment

2005 to Present

### **Director, Healthcare Informatics ■ Pfizer Inc ■ Rockville, MD**

Developing and executing on Pfizer's long-term strategies around health information technology (HIT) and the convergence of clinical research and clinical care ■ Representing Pfizer in external standards development and HIT policy organizations ■ Focused on electronic prescribing (eRx), electronic health records (EHRs), and personal health records (PHRs)

2001 to 2004

### **Senior Manager, Business Technology ■ Pfizer Inc ■ New York, New York**

**Internal clients:** US Planning & Business Development ■ Pfizer Strategic Investments Group ■ Pfizer Health Solutions ■ eMarketing

**Areas of focus:** eRx ■ EMRs ■ eCME ■ Technology standards & policies ■ Business process support ■ Business development ■ Strategic technology investments (VC)

1997 to Present

### **Medical Informatics Consultant**

**Clients:** Harvard Risk Management Foundation ■ CareInsite/WebMD ■ PacifiCare of California ■ MD Consult ■ DoctorSpeed ■ Ohio Willow Wood ■ Apollo Medical Technologies ■ Medicom, International ■ Aspen Publishers ■ HCA ■ American College of Obstetrics & Gynecology

**Consultation Topics:** Business plan optimization ■ Electronic medical records QA ■ Online continuing medical education courses ■ Online clinical guidelines ■ Internal marketing strategies for new initiatives ■ Online medical publication pricing and positioning ■ Web site reviews ■ Medical technology applications in managed care organizations and medical groups ■ Electronic medical record selection ■ Critiquing textbooks

2000 to 2001

### **Editorial Director ■ Dept. of Information Technology ■ Managed Care Interface**

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

1998 to 2000

### **Founding Editor ■ Essential Informatics for Medical Groups**

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

1993 to 1996

### **House Physician ■ The St. Luke Hospitals ■ Ft. Thomas, Kentucky**

Responded to all inpatient codes and supervised treatment ■ Provided obstetric care for service patients ■ Evaluated and treated injured employees ■ Redesigned house physician schedule which resulted in a significant decrease in scheduling difficulties

1991 to 1993

### **Obstetrics & Gynecology Resident ■ Bethesda Hospitals ■ Cincinnati, Ohio**

Provided comprehensive obstetric and gynecologic care for clinic and private patients

1985 to 1987

### **Personnel Manager ■ Environment Control ■ Dayton, Ohio**

Performed all aspects of recruiting, hiring, training and termination of employees for a national franchise commercial building maintenance company

## education

### **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 a National Institutes of Health grant ■ Conducted research on the use of artificial neural networks in *in vitro* fertilization embryo transfer and on database design in reproductive medicine

### **Xavier University ■ Cincinnati, Ohio**

**Master of Hospital and Health Services Administration ■ December 1997**

**GPA ■ 3.88**

**Graduate Fellowship ■** Participated in research on the application of neural networks to obstetrics decision making and in the impact of a teen pregnancy clinic in managed care

**Residency ■** PacifiCare of California ■ Cypress, CA

**Master's Thesis ■** Creating a Benefit Management Information Database in a National HMO

### **University of Cincinnati College of Medicine ■ Cincinnati, Ohio**

**Medical Degree ■ 1991**

### **Wright State University ■ Dayton, Ohio**

**Bachelor of Arts in Political Science ■ 1987**

**Magna cum laude ■** University Honors Scholar ■ Departmental Honors

**distinctions**

**Distinguished Alumni Award** ■ Wright State University Honors Program ■ 2006  
**Rising Star Award** ■ The National Council for Prescription Drug Programs ■ 2004  
**National Managed Health Care Congress** ■ National Advisory Board ■ 1999  
**Graduate Management Admission Test** ■ Total Score 730 (99<sup>th</sup> percentile)  
**Annual CREOG Performance Award** ■ Bethesda Hospital ■ 1992 & 1993  
**Graduate Fellow** ■ The Ohio Board of Regents ■ 1987 to 1989  
**Outstanding Employee Award** ■ Environment Control ■ 1987  
**J. I. Salsburg Memorial Honors Scholar** ■ Wright State University ■ 1984 & 1985  
**Academic Scholarship** ■ Wright State University ■ 1983  
**US Patent #6,779,936** ■ One-sided Printing and Manufacture of a Möbius Strip

**affiliations**

**American Academy of Pharmaceutical Physicians**  
**American Health Information Community** ■ Consumer Empowerment Workgroup  
 ■ 2006 to Present  
**American Medical Association** ■ Electronic Medicine Advisory Committee ■ 2004  
 to Present  
**American National Standards Institute – Health Informatics Technology  
 Standards Panel** – Board Member ■ 2005 to Present  
**California Medical License**  
**Diplomate of the National Board of Medical Examiners**  
**eHealth Initiative** ■ eRx and Policy workgroups ■ 2004 to Present  
**Global Alliance for Medical Education** ■ Board of Directors ■ 2003 to 2004  
**Health Information and Management Systems Society**  
**Health Level 7** ■ Founded HL7-NCPDP e-prescribing mapping workgroup  
**MedBiquitous** ■ Executive Council ■ 2003 to Present  
**National Council for Prescription Drug Programs** ■ Board of Trustees ■ 2005 to  
 Present

**technology**

**Programming training in:**  
 C++ ■ HTML ■ SQL database design ■ Neural network design and  
 implementation ■ Tutored introductory Pascal and FORTRAN in college  
**Intimate familiarity with:**  
 All Microsoft Office products ■ Desktop Publishing ■ Corel Draw ■ FrontPage

**publications**

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.  
 Martin RD. "The medically needy — and the next generation." *Ohio Medicine*. 1988;84(12):960-5.  
 Martin RD. *A Carol's Christmas*. Musical drama. Book, lyrics and music. Produced 12/20-24/1996, Cincinnati, Ohio; 12/3-20/1998, Fairborn, Ohio, 51pp.

**interests**

Creative writing, guitar, musical performance, cycling, and personal fitness