



## **SPEAKER BIOGRAPHIES**

### **Marianne Udow-Phillips, MHSA**

Marianne Udow-Phillips is director of the Center for Healthcare Research & Transformation, a non-profit partnership of the University of Michigan and Blue Cross and Blue Shield of Michigan designed to promote evidence-based care delivery, improve population health, and expand access to care. From 2004 through 2007, Marianne was director of the Michigan Department of Human Services, appointed by Governor Jennifer M. Granholm. Prior to that, she was Senior Vice President of Health Care Products and Provider Services at Blue Cross Blue Shield of Michigan. Marianne has served on numerous boards and commissions and is currently on the boards of the United Automobile Workers' Voluntary Employee Beneficiary Association (VEBA), the Early Childhood Investment Corporation, the Highscope Foundation, the Michigan State Housing and Development Authority, the U-M School of Public Health Dean's Advisory Committee, and Freedom from Hunger. She received a Master's degree in Health Services Administration from the U-M School of Public Health.

### **Thomas L. Simmer, MD**

Thomas L. Simmer, MD, serves as Senior Vice President, Health Care Value and Provider Affiliation, and Chief Medical Officer at Blue Cross Blue Shield of Michigan. Dr. Simmer is responsible for reimbursement to more than 55,000 clinicians throughout the State of Michigan. He is responsible for medical policy, professional payment policies and programs to improve the quality, cost, and access to medical services. Under his leadership BCBSM has implemented physician incentive programs to promote collaborative improvement programs for more consistent care for persons with chronic illness and more cost effective prescribing patterns. Dr. Simmer is responsible for a well-designed collaborative partnership with physician organizations designed to achieve meaningful quality improvement while reducing costs. He has provided leadership to the Michigan Quality Improvement Consortium (MQIC) which works with Health Plan Medical Directors across Michigan to create and facilitate implementation of evidence-based guidelines. Dr. Simmer established collaborative improvement initiatives under the leadership of physicians who bring together many clinicians and health care organizations to reduce complications and improve medical outcomes. An important part of Dr. Simmer's role is to continue to build relationships between medical societies and physicians across Michigan.

Prior to joining the Blues, Dr. Simmer served as Vice President of Health and Medical Affairs and Medical Director for Health Alliance Plan. He also served as Associate Program Director for the Internal Medicine Residency Program at Henry Ford Hospital and was the recipient of several Distinguished Service Awards. He graduated from the Wayne State University School of Medicine and earned his bachelor's degree from the University of Michigan. Dr. Simmer is a member of the Michigan State Medical Society and a Fellow of the American College of Physicians.

## **David A. Share, MD, MPH**

David A. Share, MD, MPH, serves as Senior Associate Medical Director, Health Care Quality, at Blue Cross Blue Shield of Michigan. Dr. Share also is the Medical Director of The Corner Health Center in Ypsilanti, a community-based health center for teenagers and their children, serving in this role since 1981. Dr. Share earned his Master of Public Health, medical and bachelor's degrees from the University of Michigan, where he is an Adjunct Clinical Assistant Professor in the departments of Family Medicine and Pediatrics.

Dr. Share serves on the Board of Directors of the Michigan State Medical Society (MSMS). He is the chair of the MSMS Committee on Michigan's Public Health. He also chairs the MSMS Task Force on the Future of Medicine, as well as the Community Wellness working group of the Future of Medicine Task Force. He serves as an Executive Councilor of the Michigan Antibiotic Resistance Reduction Coalition, and a Director of the Washtenaw Health Plan, a county health insurance program for indigent people with no other source of health insurance. Dr. Share is a Fellow of the American College of Preventive Medicine.

## **Hitinder S.Gurm, MD**

Dr. Hitinder S. Gurm is an Assistant Professor of Internal Medicine at the University of Michigan Health System as well as Director, Inpatient Services for the Division of Cardiovascular Medicine and Director, Carotid Interventions in Cardiovascular Medicine. He is also the Project Director of the Blue Cross Blue Shield Cardiovascular Consortium Percutaneous Coronary Intervention Registry (BMC2-PCI). BMC2-PCI is a multi-center, quality improvement registry funded by Blue Cross Blue Shield of Michigan, designed to improve quality of care and outcomes for patients who undergo percutaneous coronary interventions in the state of Michigan. Hitinder is a graduate of Christian Medical College in India. He subsequently trained in the United Kingdom and was elected to the Membership of the Royal College of Physicians. He joined the Cleveland Clinic Foundation in 1996 and did a residency in internal medicine followed by a year as chief resident. He completed his fellowship in Cardiology and Interventional Cardiology at the same institution. He joined the cardiology division of the University of Michigan in the summer of 2005. His clinical interests include cardiovascular interventions with special interest in carotid and below knee interventions. His research interests include carotid interventions, pharmacotherapy of PCI, quality improvement and outcomes assessment focused on acute coronary syndromes and PCI, and development of novel devices for endovascular interventions. He has published more than 80 original articles and book chapters and has been named as an inventor on four patent applications. His outside interests include foreign films and walking in the woods with his children.

## **John D. Birkmeyer, MD**

John D. Birkmeyer, M.D, a graduate of Boston College and Harvard Medical School, completed his General Surgery residency and a fellowship in Outcomes Research at Dartmouth. He then joined the Dartmouth faculty in 1996, later serving as Chief of the Section of General Surgery. He moved to the University of Michigan in 2004, where he is the George D. Zuidema Professor of Surgery and Director of M-SCORE. Dr. Birkmeyer has broad interests in outcomes research, claims data analysis, and value-based purchasing strategies in surgery. With funding from the National Cancer Institute, his current research is exploring why some hospitals and surgeons have better outcomes than others, with ultimate goal of improving care in all settings. Research funded by the National Institute on Aging is aimed at developing hospital-level measures of costs and quality with administrative data. He chairs the expert panel on evidence-based hospital referral for the Leapfrog Group, a large coalition of public and private health care purchasers. He was elected to the Institute of Medicine of the National Academy of Sciences in 2006.

## **Darrell (Skip) Campbell, Jr., MD**

Darrell (Skip) Campbell, Jr., M.D., is Chief of Clinical Affairs at the University of Michigan Health System. He is also Henry King Ransom Professor of Surgery in the Department of Surgery and has for many years specialized in solid organ transplantation, particularly kidney, liver, and pancreas. As Chief of Clinical Affairs, Dr. Campbell is responsible for the overall quality of care delivered at the University of Michigan Health System, and has a special interest in patient safety.

Dr. Campbell received his BS degree in zoology from Michigan State University in 1968, and graduated with distinction from George Washington University, receiving an MD degree in 1972. Subsequently, Dr. Campbell received his General Surgery training at the University of Michigan Medical School from 1972 through 1979. During this period, he spent two years as an investigator in the National Cancer Institute, National Institutes of Health, working in the laboratory of Ronald B. Herberman, Chief of Immunodiagnosics. Following General Surgery training, Dr. Campbell began his special interest in transplantation, a field which he has pursued and in which he continues to be actively involved. Dr. Campbell spent six months on sabbatical with Professor Sir Roy Calne learning the intricacies of liver transplantation in Cambridge, England, in 1986. Subsequently he became Chief of the Section of General Surgery and continued in this position until 1997.

In recent years, Dr. Campbell has become interested in the related subjects of patient safety and quality of care. He has worked with Blue Cross Blue Shield of Michigan to develop a surgical quality improvement program in 34 Michigan hospitals, and has been active in the American College of Surgeons National Surgical Quality Improvement Program.

Dr. Campbell won the Michigan Hospital Association's "Patient Safety and Quality Leadership Award" in 2005, and he was the recipient of the 2007 John M. Eisenberg Award for Patient Safety and Quality.