

Master of Management in Clinical Informatics

The MMCi Exchange

2015 - A Landmark Year for MMCi

Join us for an Information Session!

Webinar

December 2nd
12:00–1:00 pm EST

Information Session

December 9th
Champps at South Point Mall
6:00–7:30 pm

Open House

January 8th
Hock Plaza

Visit the MMCi website to register for an event.
<http://www.dukemmci.org/>

Bringing business innovation to health care is the mission of the Master of Management in Clinical Informatics program and aptly describes the MMCi Class of 2015. During the past academic year, the Program made a successful move to the Duke University School of Medicine and graduated the first MMCi class there. A specific curriculum was created for MMCi to address the challenges of cost and quality in health care utilizing business skills and informatics knowledge to address these issues. In the class of 2015, work experience increased to

an average of 13.5 years. Additionally more clinical roles were represented in this class and more people outside of health care entered the Program. The success of the class of 2015 paved the way for an even larger, more experienced and diverse Class of 2016 which is now underway. Yes, 2015 was a landmark for the MMCi program and we have 24 well prepared graduates who are now taking on the challenges of health care with new skills and innovative thinking. MMCi is bringing innovation to health care and we invite you to talk with our



**Randy Sears, MBA
MMCi Operations
Director**

graduates to learn how MMCi has broadened their skills and enhanced their careers.

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Admission Events and Deadlines

The application tool for entry to the 2016-2017 academic year is now open. We receive and process our admission applications on a rolling basis. As a part of the review process, we work with the applicant in determining whether the MMCi Program is a good match for their

career aspirations. This may include conversations and meetings with MMCi faculty, staff and alumni. Our MMCi alums are very passionate about their experience and the Program and are very willing to engage with prospective students and address questions and concerns. Our goal is to help you

understand the skills and knowledge that can be gained from the MMCi degree program. Please reach out to us to arrange a one-on-one meeting or conversation with staff, faculty, alumni or current student.



The Class of 2015 celebrates with a graduation selfie!

Congratulations to the Class of 2015!

Congratulations to our newest graduates! Master of Management in Clinical Informatics degrees were conferred to 24 students on August 14th in a ceremony held in the Great Hall of the Trent Semans Center on the campus of Duke University. The Commencement speaker was David McCallie, Senior Vice President, Medical Informatics at Cerner Corporation.

Distinguished Service Awards

were presented to students Vijay Mohan and Nhan Vo and to Dr. Ed Hammond, Director of Faculty Affairs.

The MMCi Scholar Award was presented to Jennifer Maddocks and Jon Lovins.



Dr. Ed Hammond AMIA Award Recipient

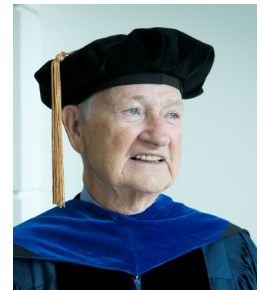
MMCi Scholarships
The priority application deadline for scholarship consideration is February 1, 2016.

The American Medical Informatics Association (AMIA) presented W. Ed Hammond, PhD, FACMI, with the William W. Stead Award for Thought Leadership in Informatics during AMIA's Annual Symposium, Nov. 14 – 18 in San Francisco. The Stead Award for Thought Leadership in Informatics acknowledges people who have

influenced thinking about informatics, especially improving health and health care in ways that are visionary and transformative.

Dr. Hammond currently serves as MMCi Director of Academic Affairs and also serves as Director at the Duke Center for Health Informatics. Additionally, he leads Applied Informatics Research at

Duke Health Technology Solutions and is Professor Emeritus in the Department of Biomedical Engineering .



Welcome to the Class of 2016!



We are excited to welcome one of our most diverse and experienced classes to MMCi! Members of the Class of 2016 include clinicians, consultants, engineers and researchers with 60% of the class holding an advanced degree.

They are already making their mark as faculty member CJ Skender had this to say about his Term 1 Accounting class "This year's group was a wonderful array of committed, diligent and fun individuals. They embraced challenging accounting topics with passion and came to every class prepared and eager to learn."

Alumni Profile — Jennifer Maddocks

Jennifer Maddocks, PT,MPT,WCS,MMCi entered the MMCi program with 17 years experience as a board certified physical therapist with a Masters Degree in Physical Therapy. Jenn came with in depth experience in EPIC Electronic Health Records and was an EPIC credential trainer. Her goal was to find a position in Healthcare Informatics Management.

Jenn was active in the Program, excelling in academics, attending all career sessions and participat-

ing in industry and networking events. As team lead, her team won Second place in the NCHICA eHealth Information Challenge in the Spring of 2015.

An energetic and proactive person, Jenn inspired her classmates and faculty alike. As a full time clinician, Jenn wanted to use her clinical knowledge to transition to a role using informatics to improve outcomes and healthcare delivery for patients.

She interviewed for several positions and was offered a role as

Patient Engagement Service Line Owner in Duke Health Technology Solutions. She will work with health system leadership in using technology to support patient engagement and enabling patients to more actively participate in their care delivery process. She will interact directly with the technical teams responsible for building, deploying, and supporting MyChart technology and closely collaborate with the balance of DHTS leadership and teams responsible for the Epic and other technology platforms.



Jennifer Maddocks
MMCi Class of 2015

Alumni Profile — Som Roy

Som Roy, MS, MMCi is an experienced consultant and business analyst with 10 years experience in the workplace in Fortune 500 companies. Som holds a Master's degree from the Indian Institute of Technology in Physics.

An innovator and problem solver with unending curiosity, Som took advantage of all the opportunities MMCi and Duke University had to offer; classes,

networking, conferences, practicums, and collaboration with faculty to enhance his expertise in cutting edge technologies as it applies to Healthcare. Som was the leader of a team that won First Place in the NCHICA eHealth Transformation Challenge. An expert in analytics and business and systems analysis, Som wanted to leverage his knowledge to provide consulting expertise to providers and payers.

Som's goal after the Program was to transition to a major consulting company in the Healthcare space. After several months of interviews, he accepted a role as Manager, in the Data and Information Analytics, Health Services, Advisory Consulting Practice of Price Waterhouse Coopers, one of the worlds' top 5 consulting companies.



Som Roy
MMCi Class of 2015

MMCi Welcomes New Faculty to Term 2

MMCi welcomes 2 outstanding new faculty members to campus for the 2015-2016 academic year.

Wendell Gilland, MBA, PhD, Associate Professor, comes to us from UNC's Kenan Flagler School of Business. He is an award-winning teacher of opera-

tions management and such special topics as supply-chain management, response-time management and models used to guide operations decision making.

Dr. Gilland received his PhD and MBA from Stanford University and AB from Harvard. He will be teaching Operations and Supply Chain Management.

Stacy Wood, PhD is the Landon Distinguished Professor of Marketing at North Carolina State University and an internationally recognized scholar in consumer behavior and innovation. Her research focuses on how consumers react and adapt to change, specifically investigating both individual's pro-

cessing of new product information, drivers of individual innovativeness, and consumers' emotional reactions to new innovations, media trends, and rituals. Dr. Wood is also an affiliated faculty member of MIT's Convergence Culture Consortium. She will be teaching Introduction to Marketing Analysis.

The MMCi Exchange

Master of Management in
Clinical Informatics
2424 Erwin Road
Durham, NC 27705

Phone: 919-613-0310

E-mail: mmci@duke.edu



Congratulations to Dr. Kevin Schulman—recipient of the MMCi 2015 Teaching Award

<http://www.dukemmci.org/>

A Note from the Program Director

In 2010, Duke University created the Master of Management in Clinical Informatics program in response to a national need for a new workforce that would lead this country to new levels of clinical performance through the use of new medical informatics technologies. MMCi was designed as a unique program, a blending together of the basic elements of business training with a broad understanding of the role of technology in health care. MMCi is exclusive in the country, if not the world. It recognizes the need for understanding health information technology from a business and clinical perspective, not solely from a data architecture perspective. It brings to the fore the questions of strategy, of busi-

ness process improvement, of analytics, that underlie much of the practice of medicine today. MMCi brings together students with skills in technology, consulting, and clinical medicine to join each other on a unique journey towards understanding novel perspectives on the practice of medicine and ways in which cost, quality and access can be improved for patients.

As we approach MMCi's five year anniversary, I encourage you to learn more about this innovative program that is helping to transform individual careers and the practice of medicine. By 2025, half of health care delivery in the US will be based in technology that doesn't exist today. MMCi graduates will be

well positioned to drive the development of the new business models and the new paradigm that will be needed to meet the future needs of health care.



Kevin Schulman, MD, MBA
MMCi Program Director

Bringing Business Innovation to Health Care