Complicated problems with a simple solution — Duke MMCi

Welcome to MMCi March 2016 Newsletter! In this issue, you will find students and faculty who received industry and national recognition, current students involved in fun class activities, and hear graduates comment on how the MMCi program has affected their careers. In the last 30 days, MMCi graduates and students have presented topics at HIMSS 2017 Conference and the HL7 FHIR Roundtable held at Duke. However, even more impactful, MMCi graduates are quietly working every day to bring innovation to health care in a wide variety of health care organizations.

As the nation discusses health care, the problems are described as rapidly rising cost, system inefficiencies, lack of access to quality care, lagging effective outcomes, and data and security breaches. Yes Health Care is Complicated! Technology, data, and analytics hold the promise to address these challenges when applied thoughtfully. We believe the answer will come from motivated, knowledgeable people who will develop solutions and drive innovation in health care.

The MMCi curriculum prepares students with a framework to view challenges and develop sustainable solutions. We often hear students talk about how they applied classroom knowledge to work. Recently, an experienced clinician recounted how they are now fully engaged in care and workflow redesign through their new knowledge about Operations and Supply Chain.

As you think about your career path and impact on health care, we hope you will consider all MMCi has to offer – unique curriculum, formatted for working professionals, world-renowned faculty, experienced diverse classmates, and professional development services.

Join us for a Visit or Information Session

Webinar
March 28th
12:00—1:00 pm DST

Open House
April 7th
Hock Plaza

Class Visit Days
April 8th and 22nd
Hock Plaza

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

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New Remote Learning Options

We now offer an opportunity to participate remotely in class half of the time, which reduces the travel to Duke to approximately one time per month. Students participating in the combination on-site and remote scenario join in synchronously via audio and video technology on the remote class weekends. “Duke University’s decision to expand the MMCi program to include a remote online opportunity enabled me to attend a world-class university while balancing MMCi commitments, a full-time position, and family obligations.” Kyle Smith ‘17 Director, Information Systems Iredell Health

You are remote to the classroom; not the learning.
James Black
Class of 2017

Learn more about the remote learning option.

Duke Clinical Informatics Fellowship

MMCi is pleased to be apart of the new Duke Clinical Informatics Fellowship (CIF) - a two-year program designed to train US Board Certified physicians. This 24 month program will meet the educational criteria necessary for Board Certification in Clinical Informatics.

We will begin receiving applications in August 2017 for the 2018 appointment year. Please visit our website for more information.
Ceremonies for MMCi’s fifth graduating class took place on August 19th at the Trent Semans Center. Chris Gibbons, Chief Health Innovation Officer at the Federal Communications Commission gave the commencement address. Graduates Andrea Coviello, Kathryn Kukla, Gavin Martin and Kevin Schwartz received the MMCi Scholars award.

CONGRATULATIONS!!!
Class of 2016

Chris Touhy, MD
Class Speaker

MMCi graduate, Jessica Poisson, MD and daughter Eloise, 2016 Class Mascot. Hats off to mom for earning the degree while mastering motherhood!

The Class of 2017 — Breaking New Ground

MMCi’s 6th enrolling class is making history on several fronts. The Class of 2017 is the largest class to date and includes the first cohort of “remote participants”. Fondly referred to as the “East” and “West” teams, students from Vidant Health in Greenville and Iredell Health System in Statesville do a portion of the program remotely, joining the onsite classes by video. Students from the 2017 Class are also looking forward to a June trip to Washington DC to meet with policy makers and influencers about changing care and business models and the role of technology in achieving those changes. We hope the “DC Summit” will become an integral part of the student’s MMCi learning experience.
MMCI Faculty and Alumni Recognized

**Arlene Chung, MD, MHA, MMCi**

*One of the Most Influential Women in Health IT—FierceHealthCare*

Congratulations to MMCI graduate and faculty member Arlene Chung! Professor Chung was named one of the most influential women in Health IT by FierceHealthcare. Dr. Chung, Diplomate of Clinical Informatics and assistant professor of medicine and pediatrics in the UNC School of Medicine will serve as one of 10 inaugural members of the National Institutes of Health’s Precision Medicine Initiative Cohort Program's Institutional Review Board. She will provide insight on mobile health, digital health and informatics.

A 1999 publication by Kevin A. Schulman, MD, MBA, professor of medicine and Program Director for MMCI, was recently selected as one of the 50 most influential papers of the last 50 years by the Leonard Davis Institute of Health Economics at The University of Pennsylvania.

Dr. Schulman was a junior faculty member at Penn when the article, “The Effect of Race and Sex on Physicians’ Recommendations for Cardiac Catheterization,” was first published in The New England Journal of Medicine and received a great deal of attention.

**Kevin Schulman, MD, MBA recognized for seminal paper from 1999**

Stacy Wood, the Langdon Distinguished University Professor of Marketing at NC State’s Poole College of Management, was elected to a three-year term as president of the Association for Consumer Research at its annual meeting in Berlin Germany. Professor Wood teaches Introduction to Marketing Analysis in the MMCI program and was awarded the Teaching Award in August by the MMCI Class of 2016.

**Stacy Wood, PhD President Elect—the Assoc. for Consumer Research**

Congratulations to MMCI graduate Santosh Mohan, Class of 2011 on his achievement in earning the HIMSS Founders Leadership Award! This award recognizes significant leadership within the Society and/or the industry. Santosh currently serves as the Chairperson of HIMSS Innovation Committee and is a board member of HIMSS Northern California chapter. Most recently, Santosh served as a Management Fellow at Stanford Health Care and helped the organization achieve EMRAM Stage 7 inpatient and outpatient validations.

**Santosh Mohan ’11**

**HIMSS Founders Leadership Award**

June 1st is the deadline for submitting applications for the Fall of 2017
The MMCi program empowered me with resources, methods and skills to help healthcare organizations strengthen their value to patients leveraging deep analytics and emerging cognitive technologies.

*Michael Park ’13—Watson Health Data Scientist at IBM*

The MMCi degree has helped to set me apart from my colleagues because it truly is a one-of-a-kind program that helps to develop a unique set of skills. Informatics is becoming a large part of how we practice medicine, yet few people have knowledge of clinical care, informatics, and business. While many programs can teach you about one or two of these areas, in my experience it is rare to find a colleague who has knowledge and experience with all three components.

*Kevin Schwartz ’16—4th Year Duke Medical Student, Rising Resident at Beth Israel Deaconess Medical Center, Harvard*

I believe that a new level of competency is emerging for healthcare executives. This competency requires the knowledge of health information technology and the impact it has on the industry. The MMCi program provides a contemporary curriculum blending business and clinical informatics to prepare leaders for the strategic decisions required to respond to changes in healthcare innovation and health information technology for a variety of healthcare settings.

*John Snow ’17—Vice President—Iredell Health System*

MMCi’s Career Development program was amazing – much more than I ever expected! Throughout the program, Ellen Baker provided opportunities to hone my proficiency in communication and professional interactions. Most importantly, Ellen and the entire MMCi staff took the time to get to know me on a personal level — my areas of interest, background, geographic preferences...it was unbelievable. They never gave up on the idea that the “perfect fit” was possible even when I doubted it. Now, I’m in a job taking advantage of my atypical background and new MMCi degree at almost double my old salary!

*Patrice Etchison Burleson, RN ’15—Clinical Business Analyst—Hill-Rom*

There were many beneficial experiences from the MMCi courses but for me my highlight was the ability to develop strategic business plans related to the use of novel IT solutions. The networking, business and IT training I achieved through the course has allowed me to tackle multiple new projects in my new role as Vice Chair of Clinical Operations.

*Gavin Martin, MD ’16—Vice Chair of Clinical Operations, Dept of Anesthesiology—Duke Univ. Hlth Systems*

Supply Chain Management—The Beer Game. Congratulations to team “BudWISER” for winning the class pool!

*Dr. Ed Hammond and Dr. Jeff Ferranti* talking with students at the class Holiday Party.

**Bringing Business Innovation to Health Care**