AAFP Physicians Direct
Expert Panel Discussion
(In alphabetical order)

Jonathan Bertman, MD, FAAFP
Founder and Chief Executive Officer
Amazing Charts

Jonathan Bertman, MD, FAAFP, founded Amazing Charts in 2001. A practicing family physician, he wanted an affordable, easy-to-learn EHR to manage his entire medical practice. Unable to find a product that came even close to his requirements, Bertman designed and developed the first version of Amazing Charts from the ground up. Today, Bertman leads the executive team at Amazing Charts, providing a physician's perspective on every decision the company makes. He is chiefly focused on corporate strategy, product development, and delivering an unparalleled user experience for Amazing Charts customers. He also is the Physician Editor-in-Chief of *MDNG: Primary Care/Cardiology Edition.* His "Tech Talk 101" column appears monthly in *MDNG* magazine and HCPlive online. He also is a Clinical Assistant Professor of Family Medicine at Warren Alpert School of Medicine at Brown University. Bertman earned his BS, with honors, from Vassar College and his medical degree from the University of Massachusetts Medical School.

David C. Kibbe, MD, MBA
Principal, The Kibbe Group
Senior Advisor to the AAFP

David C. Kibbe, MD, MBA, is a well known innovator and independent thought leader in the fields of primary care EHR technology and consumer health IT. His writings have had a strong influence on the "modular approach" to EHRs, and to the development of Clinical Groupware. A co-developer of the ASTM Continuity of Care Record standard, or CCR, that utilizes XML for computable health information exchange, he is an experienced clinician who practiced medicine in private and academic settings for more than 15 years. Kibbe has taught informatics at the School of Public Health, University of North Carolina at Chapel Hill, and founded two health care IT companies. Kibbe founded the AAFP's Center for Health IT in 2004 and continues to serve as an advisor to the AAFP. The Center is now the locus of the AAFP's technical expertise, advocacy, research and member services associated with health IT, and a leading international resource on information and communications technology for physicians in primary care. Kibbe is an active blogger on health IT policy, and provides strategic, policy, and IT consulting to a wide variety of health IT firms and institutions.

S. Hughes Melton, MD., FAAFP
Practicing Family Physician, Lebanon, Va.
AAFP 2011 Family Physician of the Year

S. Hughes Melton, MD, FAAFP, is a practicing family physician in Lebanon, Va., where he provides the full-spectrum of family medicine services including pediatric, geriatric, minor surgical, and inpatient and outpatient care to people in rural southwest Virginia. The Appalachian region in which he practices is marked by severe poverty, high levels of substance abuse, poor educational attainment and limited health care. He was named AAFP 2011 Family Physician of the Year for his innovative work in the primary care treatment of addiction and chronic pain, and for his leadership in recruiting health professionals to what was once considered a medically underserved county. A strong advocate and promoter of the patient-centered medical home, Melton is an early adopter of health information technology. His network of three C-Health clinics implemented its EHR system in 2000, and is currently implementing a patient portal that allows patients to access their health records 24 hours a day, seven days a week, and communicate with their health providers by secure e-mail. Melton earned his medical degree and completed his family medicine residency at the University of Virginia School of Medicine.

Randall Oates, MD, FAAFP
President
SOAPware, Inc.

Randall Oates, MD, FAAFP, is a family physician and founder and president of SOAPware, Inc. For nearly two decades, SOAPware has adhered to a simple philosophy of providing the best possible value to health care providers who want to adopt EHR technology in their practices. Designed by medical providers and engineered in a real practice, SOAPware offers an affordable, easy-to-learn technology solution. SOAPware currently is used in nearly 10,000 physician practices worldwide. Oates is widely recognized in the field of health IT for his dedication to the ongoing development of technology designed to empower physicians and improve patient care. He is committed to helping medical practices adopt new models of care focused on collaboration between doctors and patients and improved communication practices.

Cris Ross, MBA
Executive Vice President and General Manager of Clinical Interoperability
Surescripts

Cris Ross is executive vice president and general manager of the clinical interoperability business for Surescripts. He has 28 years of diverse experience in health care, information technology and government. He serves on the Health and Human Services Health IT Standards Committee and Health IT Policy Committee, the Markle Foundation Connecting for Health Steering Committee, and previously served on the Patient-Centered Primary Care Collaborative and the CDC's National Biosurveillance Advisory Subcommittee. Ross joined Surescripts in May 2010. Before Surescripts, he was executive vice president for product and information services and chief information officer for CVS/MinuteClinic. He helped lead the company through aggressive growth, and pioneered a number of industry firsts, including initial integration with Microsoft HealthVault and Google Health, the first nationwide implementation of CCR-based clinical messaging to physicians, and introduction of chronic disease management services in retail clinics. Ross holds a bachelor's degree in economics from the University of Minnesota and an MBA from the Yale School of Management.

Michael Stearns, MD, CPC, CFPC™
President and Chief Executive Officer
e-MDs

Michael Stearns, MD, CPC, CFPC™, is a board certified neurologist and one of the more experienced physician health care informaticists in the nation. He has won several teaching awards and has 15 years of experience in clinical and academic medicine where his responsibilities included educating medical students and neurology residents. With more than 10 years of experience in the health information technology sector, Stearns has provided leadership to several high profile projects at the National Library of Medicine, the National Cancer Institute, and the College of American Pathologists. Stearns played a key role in the development of SNOMED Clinical Terms, an evolving standard for the electronic transmission of clinical information being adopted worldwide. He also has more than eight years of direct experience with the design and implementation of electronic health records. Stearns is a Certified Professional Coder and Certified Family Practice Coder. He is a member of the American Society of Health Information Managers Health IT Industry Advisory Panel, the Health Information Technology Standards Panel, and the American Association of Professional Coders' Family Practice Steering Committee.

Steven Waldren, MD, MS
Director
AAFP Center for Health IT

Steven Waldren, MD, joined the AAFP in 2004 and serves as director of the AAFP's Center for Health IT. His in-depth knowledge of health information systems, programming and software, and medical informatics makes him a qualified expert to lead the Center as it aims to expand its services to thousands more primary care physicians. Waldren also serves on the board of the Center for Improving Medication Management, a national advocacy organization that educates clinicians and their staff on the best approaches to implementing prescribing technology. He also serves as co-chair of the Ambulatory Care Quality Alliance's Data Aggregation and HIT Subcommittee and as commissioner of the Medicaid and Children's Health Insurance Access and Payment Commission (MACPAC). Waldren earned a master's degree in health care informatics from the University of Missouri, Columbia, while completing a National Library of Medicine Postdoctoral Medical Informatics Research Fellowship. He completed his family medicine residency at Wesley Family Medicine, Wichita, Kan., and earned his medical degree from the University of Kansas School of Medicine, Kansas City.