

Health Information Community of Ohio
Biographic Sketches of Panelists
February 24, 2006

Brian F. Keaton, MD, FACEP is a recognized leader in the fields of emergency medicine, medical education, medical informatics, organized medicine, and government affairs. He trained in emergency medicine and is core faculty at Summa Health System's Department of Emergency Medicine in Akron, Ohio. He directs the Summa Center for Emergency Medical Informatics, co-chairs the system's CME program, and serves on the Summa System Improvement/ Patient Safety Steering Committee.

He is President-Elect of the American College of Emergency Physicians (ACEP), and, as such, represents the interests of over 24,000 emergency physicians and 114 million patients. He serves on the boards of two high-level public-private collaboratives, the eHealth Initiative and Connecting for Health. These groups are working to create and implement a national health information network. Dr. Keaton is a member of the American Health Information Community's (AHIC) Biosurveillance Breakthrough Group.

AHIC is chaired by HHS Sec. Michael Leavitt and the workgroup is chaired by CDC Director Julie Gerberding. He is also currently leading an effort to create a regional health information organization (RHIO) linking healthcare providers, resources, and patients in northeast Ohio.

Dr. Keaton is a Professor of Clinical Emergency Medicine at the Northeast Ohio Universities College of Medicine (NEOUCOM). An involved member of his community, he works with his local EMS system, carrying a pager and often responding to emergency calls. Dr. Keaton is a tireless worker who has been the recipient of several prestigious awards including the Bill Hall Award for Service to Ohio ACEP and the national ACEP Council Meritorious Service Award.

Robert C. Steffel, Executive Director, Greater Cincinnati HealthBridge, Inc., in 1996, worked with fellow CIOs in Greater Cincinnati to conceptualize what would today be called a private healthcare intranet. In 1997 he helped create broad based community commitment to form and fund HealthBridge whose mission was to "build a collaborative network of organizations and technology to improve the quality and efficiency of the community's healthcare delivery." Later that year, he became the Executive Director of HealthBridge. Today HealthBridge is a well accepted and utilized collaborative network serving the Greater Cincinnati tri-state community.

Prior to accepting this position he held a joint position as Senior Vice President of Medicus System Corporation and Chief Information Officer for the TriHealth integrated health system in Cincinnati.

In over 25 years of healthcare management consulting and information systems experience, Mr. Steffel has headed up many large-scale healthcare projects such as the commissioning of three hospitals in the middle east, the merger of two large hospitals and a managed care company, and the formation of a hospital owned group practice. He has managed numerous technology and management engineering projects from hospital-wide productivity monitoring and incentive systems to clinical information system selection.

Mr. Steffel's professional credentials include a BS and MS in Health Systems Engineering from the Georgia Institute of Technology.

Brian O Phillips, MEd, graduated from Ohio University with a master's degree in educational technology. He is the Chief Information Officer for Ohio University College of Osteopathic Medicine, Executive Director of Ohione Network and Assistant Professor at Ohio University College of Communications.

Brian Phillips has contributed to the development of rural telehealth infrastructure through numerous grants including the National Institutes of Health, U.S. Department of Agriculture, The Appalachian Regional Commission and The Department of Health and Human Services.

He has served on numerous University technology committees, which include the Provost's Task Force on Digital Divide, was appointed to serve on Governor Voinovich's Taskforce on Telemedicine and is currently serving on Governor Taft's Medicaid Administrative Study Council. He has made numerous presentations in the areas of telehealth and medical informatics.

Ken Bertka, MD, is Regional Medical Director of Information Services for Mercy Health Partners based in Toledo, Ohio. Dr. Bertka, a family physician, practiced in Toledo for over 19 years in a five-physician group. He is a graduate of the University of Cincinnati College of Medicine and the Medical College of Ohio/St. Vincent Mercy Medical Center Family Practice Residency Program where he served as chief resident. He completed a Primary Care Fellowship at Michigan State University. Dr. Bertka has a long-standing interest in the practical application of information technology to the daily practice of medicine.

For several years, he coordinated medically-related computer classes at the American Academy of Family Physician's Scientific Assembly. He has served on multiple AAFP committees related to electronic health records and his practice was a demonstration site for implementation of an Internet-based EHR.

Presently, he is Co-Chair of the EHR Physician Design Committee involved in the implementation of an inpatient EHR across the Mercy system. Recently, the largest hospital in the system became the first hospital in northwest Ohio to fully implement computerized physician order entry. He is involved in a number of projects aimed at the electronic exchange of clinical information among physicians, hospitals and other healthcare organizations. He is a member of the Ohio State Medical Society's Pay for Performance Task Force which includes a focus on the role of EHRs in future pay-for-performance initiatives. Dr. Bertka is a past president of the Ohio Academy of Family Physicians and a Delegate to the American Academy of Family Physicians.

Pamela Coyle-Toerner, MHHA is CEO of Queen City Physicians. She successfully led the effort to move QCP's physicians onto an electronic medical record (EMR) system. QCP was the first private physician group to successfully pass Ohio Board of Pharmacy criteria to electronically fax prescriptions direct to pharmacy with out third party intermediary.

Coyle- Toerner provided the leadership to design, implement and integrate within the EMR chronic disease support analysis that allowed eleven physicians in the group to achieve Diabetic

Recognition from the National Committee on Quality Assurance in 2004. In 2005, under her leadership, QCP became the first medical practice in the United States to be included in the Quality Profile Series of the NCQA which recognizes the care and treatment of patients with diabetes.

Coyle-Toerner has a Masters Degree in Hospital and Health Administration from Xavier University and Bachelor of Science Degree from The Ohio State University. She resides in Wyoming, Ohio with her husband and two sons.

James J. Albin, Vice President and Chief Information Officer, has over twenty six years of progressive experience in health care information management encompassing the responsibility for the management of and strategic planning, development, integration and operation of enterprise wide healthcare information systems.

Currently Mr. Albin is the Regional Vice President and Chief Information Officer for Mercy Health Partners in Toledo. This responsibility encompasses all facets of Information Technology and Telecommunications for a nine hospital health system and other related businesses. In this role, Mr. Albin has developed and implemented a comprehensive strategy for clinical patient information management, improved customer service, and reduced the operating cost in the information services department.

Most recently, Mr. Albin was the Corporate Director of Information Services at McLaren Health Care Corporation and CIO of McLaren Health Plan in Flint. In this capacity, he was responsible for the information services, telecommunications, admitting, registration, central patient scheduling, and other support services. These services were also provided to McLaren's affiliates which included three tertiary care centers, over a hundred ambulatory sites, a home health company, long term care facility, health plan and various others.

Previously Mr. Albin was the Director of Information Services at Northwestern Memorial Corporation in Chicago. In this role he was responsible for the strategic planning, design and implementation of healthcare information systems architecture with a focus on process re-engineering as a primary methodology. Additionally, he was responsible for the integration of all information systems including an ambulatory medical record, inpatient data repository, order management, enterprise patient identification, appointment scheduling, and patient management.

Mr. Albin's also held the position of Director of Information Services at Henry Ford Health System in Detroit. As director, he was responsible for the planning and operation of the enterprise computer infrastructure, including a large central data center, a 4,800 device - 55 location interstate wide area data network and telecommunications. Previously, while at Henry Ford, Mr. Albin was responsible for the planning, development, and support of all enterprise level financial, patient administrative and managed care systems. He was also responsible for definition, implementation and operation of a Corporate Information Resource Management group, resulting in the introduction of an Enterprise Information Warehouse and associated decision support capabilities.

Peter Voitko, MBA, CPHIMS, PMP, Director IT, Project Management, SummaCare Inc. is the Director of IT Project Management for SummaCare Inc. in Akron, Ohio. In his position, Mr. Voitko is responsible for the Information Technology Project Management department which supports projects initiated by SummaCare and Apex Benefits Services (TPA). In addition, he is responsible for the HIPAA Transactions and Code Sets and NPI implementation for SummaCare.

Mr. Voitko has over 18 years of information system experience of which nine years have been spent in the healthcare industry. He has a BS in Accounting from the University of Akron and his MBA from Cleveland State University.

Mr. Voitko has been active in the Information System/Healthcare Industry:

- Board Member for O.H.I.O. for EDI
- Co-Chair, O.H.I.O. for EDI Transaction and Code Set Sub-Group
- Certified Professional in Healthcare Information and Management Systems (CPHIMS)
- Project Management Professional (PMP)
- Professional, Academy for Healthcare Management (PAHM)