

<p>NAME George Martin, MD Board Certified, Pediatrics and Medical Quality www.healthintegrated.com</p>	<p>SENIOR MEDICAL DIRECTOR, HEALTH INTEGRATED, INC. 10008 NORTH DALE MABRY HIGHWAY, STE. 214 TAMPA, FLORIDA 33618 813-388-4000 (PHONE) 813-388-4001 (FAX) GMARTIN@HEALTHINTEGRATED.COM</p>
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Education

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	FIELD OF STUDY
Vanderbilt University Children's Hospital Nashville, Tennessee		1974 - 1977	RESIDENCY
Vanderbilt University School of Medicine Nashville, Tennessee	MD	1974	DOCTORATE IN MEDICINE
North Carolina State University Raleigh, North Carolina	BS	1970	BACHELORS IN SCIENCE DEGREE

Professional Experience

- 2010 – Present **Senior Medical Director, Health Integrated**
Tampa, Florida
- Clinical direction and support to the clinical staff on a daily basis (UM/CM/DM)
 - Making medical necessity determinations on cases where the clinical reviewer is unable to approve the services requested
 - Peer to peer conversations during the review process, as well as provider education regarding the medical management process
- 2008-Present **President and Managing Member, Health Care Process Improvement**
Ocala, FL
- Responsible for sales, client development and delivery of consulting services
 - Coordinator of an affiliated network of consultants with skills from physician management to OR redesign
 - Delivery of physician education and regulatory compliance with CMS RAC audits bit preparation and appeal
- 2003-2008 **Senior Director, Clinical Consulting, VHA, Inc. Consulting Services**
Dallas, TX
- Responsible for the sales, delivery and oversight of all clinical and operational consulting, leading the team with a goal of \$6 million in annual sales and management of 20+ people

- Responsible for the development and operation of clinical consulting including:
 - Case Management
 - Clinical evidence based standards of care
 - Emergency Department
 - Catheterization Lab
 - Operating Room

2000-2003

Director and Partner, V4 Consulting (purchased by PriceWaterhouseCoopers)

Tampa, FL

Director (2002-2003)

- Continued my responsibilities as outlined below as a previous partner
Partner (2000-2002)
- National service line leader for Medical Management
- Developed and delivered services to clients to redesign care delivery and improve efficiency of care
- Designed and implemented:
 - Case Management
 - Disease Management
 - Patient Access
 - Denial Management
 - Physician Gainsharing
 - Hospital-Physician Joint Ventures
 - Compliance and Documentation Integrity
 - Physician directed decision support information systems

1995-2000

Senior Manager, Cap Gemini E&Y Consulting, US, LLC

Tampa, FL

- Responsible for the delivery of Medical Management and other large projects
- Restructured physician networks
- Developed medical and financial models for Medicaid risk products
- Developed first non-risk physician gain sharing methodology submitted to the Office of the Inspector General
- Managed large engagements >\$1.5 mil
- Led clinical segments of very large engagements >\$10 mil
- Liaison to JATA CDMP (Clinical Documentation Program)
- Participated in revenue cycle, operational improvement and supply chain engagements
- Developed clinical portions of the first and third physician “gainsharing” models to be presented to then HCFA/OIG for review/approval in conjunction with E&Y Tax and Audit

1993-1995

Vice President, Medical Affairs, Munroe Regional Health System

Ocala, FL

- Responsible for large medical staff at a 323 bed (ADC 280) a full service community hospital
- Operational responsibility for Medical Records, Security, Physical Therapy and the Quality Improvement department
- Developed community wide primary care network of physicians and ARNPs
- Physician Executive and Hospital Operations
- Joined a VHA 325 bed full service community hospital as their first VPMA
- After six (6) months accepted responsibility for 25% of operations
- Netted \$18 mil over 3 years in improved cost efficiency
- Netted and additional \$12 mil annually in increased revenue
- Reduced days in AR due to HIM (Medical Records) from 22 to 5

1993-1995

Contract Consultant, HCIA, Inc.

Baltimore, MD

- Assisted with the development of pediatric benchmarking tools.
- JCAHO, IMSystem Downer's Grove,
- Board Member, National Advisory Committee
- Advised on the deployment of quality indicators of the IMSystem (later ORYX)

1977-1991

Physician Advisor and Regional Medical Director, Humana Hospital McFarland (in conjunction with private practice work)

Lebanon, TN

Physician Advisor

- Developed continuous quality improvement program to improve patient care with the Humana Insurance of Tennessee arm of Humana Hospital Systems

Regional Medical Director (1989-1991)

- Reviewed and advised about:
 - Physician credentialing
 - Medical necessity
 - Peer review
 - Physician profiling
 - Consulting
 - Clinical Practice 1978-1993 a two person, one site practice in 1997 to being

1977-1993

Private Practice

Baltimore, MD

- Two years after joining a start up medical practice, took over as the managing partner
- On review of the financial status of the practice it was discovered that the practice was in technical bankruptcy with heavy leverage and negative net cash flow
- Restructured debt, managed cash flow and, without the protection of bankruptcy court, grew the practice from a \$500k single site to a multisite \$4.8 mil pediatric system (five sites) that served a previously un-served region
- Left the practice debt free with positive cash flow in spite of 35% Medicaid revenue and 12% charity care – First private office based EPSDT clinic in Tennessee
- Additional responsibilities included:
 - Physician Advisor to local hospital
 - Member of TFMC (TN PRO)
 - Clinical Instructor of Pediatrics at Vanderbilt University
 - Wilson County Medical Examiner
 - Member of the Physician Advisory Board to Humana Insurance Company

Affiliations and Professional Society Memberships

Phi Kappa Phi

Fellow, American Academy of Pediatrics

Fellow, American College of Medical Quality

President, American College of Medical Quality

Vice-President American Board of Medical Quality

Member, American College of Physician Executives

Mid-South Foundation for Medical Care, Inc.

Certifications

National Boards, 1975 and 1993

American Board of Pediatrics, 1978

American Board of Quality Assurance and Utilization Review Physicians, 1991

American Board of Medical Quality, 2007