

## **Martha Cornwell Riddell, Dr.P.H., M.P.H.**

### Office Address:

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### **Education:**

#### **Doctor of Public Health (Dr.P.H.),** December 1999.

Fellow, Public Health Leadership Program  
Department of Health Policy and Administration  
School of Public Health  
University of North Carolina at Chapel Hill  
Dissertation Title: An Exploratory Study of Factors Influencing Physician Participation  
in Integrated Delivery Systems.  
(Dissertation advisors: William Zelman, chair; Arnold Kaluzny, Howard  
Zuckerman, James Veney, and Paul Halverson)

Post-graduate coursework in health economics, organizational communication, and marketing.

#### **Master of Public Health (M.P.H.)** in Nutrition, August 1977.

School of Public Health  
University of North Carolina at Chapel Hill  
Emphasis on nutrition education and health prevention programs throughout the lifecycle.

#### **Bachelor of Science (B.S.)** in Dietetics, December 1975.

College of Home Economics  
Kansas State University, Manhattan, Kansas  
Graduated Magna Cum Laude (3.87 on a 4.0 scale).

### **Employment History:**

#### **2007-, Assistant Professor, Department of Health Services Management, University of Kentucky College of Public Health and Visiting Professor, University of Kentucky Martin School of Public Policy and Administration, Master of Health Administration Program**

Lexington, KY  
Responsible for academic teaching, public health and health systems research, and serve as internship coordinator for the Master of Health Administration program.

#### **2000-2006, Chief Compliance Officer/Director of Professional Services**

Lexington Clinic, Lexington, KY  
Responsible for developing and implementing a compliance program in a 150+ physician multispecialty group practice. Developed annual corporate compliance workplan. Wrote policies and procedures (including HIPAA Privacy and HIPAA Security), trained 1000+

employees and staff, audited and monitored compliance, and served as HIPAA Privacy Officer and HIPAA Security Officer. Led a department staff responsible for recruitment of physicians, credentialing of physicians and allied health providers, clinical excellence initiatives, development of a referral relations program and development of a QI/QA program and initiatives. Obtained delegated credentialing status from major insurers and health plans. Oversaw start-up of central clinical research department and application for continuing medical education (CME) provider. Chaired the Safety and Infection Control Committee. Served as a senior member of the administrative team.

**1999-2000, Vice President of Quality Improvement**

Advantage Care, Inc., Lexington, KY.

Responsible for leading the National Committee for Quality Improvement (NCQA) reaccreditation initiative, HEDIS performance measures initiatives, oversight of delegated services including mental health and chiropractic, and development and implementation of disease management programs for the 65,000 member regional HMO. Responsible for Membership Services Department, Medical Economics Department, Quality Improvement Department, and Credentialing/Recredentialing Department. Served as senior administrator on the executive team.

**1995-1999, Vice President of Health Services**

Advantage Care, Inc. (formerly Lexington Health Advantage), Lexington, KY.

Responsible for leading successful NCQA accreditation team, development of internal performance measures, monitoring of national and state legislative and regulatory activities. Responsible for Utilization Management/Quality Improvement Department, Provider Services Department, Special Projects Department, and Pharmacy Department.

**1994, Director of Program Development**

Lexington Health Advantage, Lexington, KY.

Responsible for new product and program development. Coordinated the development of the first Healthy Lifestyle benefit and individual HMO product approved in Kentucky. Evaluated internal readiness for recording of HEDIS indicators. Researched options for customer satisfaction survey. Assisted in the development of parameters for Plan committees.

**1990-1993, Director of Strategic Planning**

Lexington Clinic, Lexington, KY.

(A 127-physician multispecialty group practice)

Responsible for identifying and evaluating trends in health care, legislative action, local conditions, economic conditions, actions of competitor institutions, and recommending corporate strategies. Worked with administration, physicians, and employees on commitment to strategic goals. Coordinated the work of consultants and Clinic staff in the development of plans and programs. Responsible for the Lexington Clinic Institutional Review Board and the Lexington Clinic Foundation for Medical Education and Research from 1984-93.

**1987-1990, Director of Marketing and Communications**

Lexington Clinic, Lexington, KY.

Responsible for planning and directing marketing activities. Researched trends and parameters of Clinic usage, services utilization, community needs, and physician preferences. Responsible for recruiting new physicians to the Clinic. Developed department budget.

**1984-1987, Coordinator, Education and Research**

Lexington Clinic, Lexington, KY.

Responsible for planning educational programs for physicians and the public. Authored and edited Clinic publications. Developed media relations emphasis.

**1982-1984, Project Director**

Bluegrass Health Fair, Lexington, KY.

Responsible for establishing a comprehensive area-wide health education and screening project through the coordination of existing community resources, preparing project budget, training medical and non-medical volunteers, and coordinating fund-raising appeals.

**1977-1982, Assistant Director**

Kansas State University Alumni Association, Manhattan, KS.

Responsible for establishing and strengthening local alumni chapters; preparing chapter, reunion and constituent alumni budgets; directing membership campaigns and retention programs; coordinating fund-raising appeals; and organizing reunion and constituent group activities.

**Academic Instruction:**

**Information Systems in Health Care.** Health Administration (HA) 624, University of Kentucky Martin School of Public Policy and Administration, Master of Health Administration Program. Spring 2008.

**Public Organization Theory and Behavior.** Health Administration (HA) 642. University of Kentucky Martin School of Public Policy and Administration. Master of Health Administration Program. Fall 2007.

**Information Systems in Health Care.** Health Administration (HA) 624, Adjunct Faculty (Co-Instructor), University of Kentucky Martin School of Public Policy and Administration, Master of Health Administration Program. Spring 2007.

**Health Administration Planning and Management Techniques.** Health Services Management (HSM) 353, Adjunct Faculty, University of Kentucky College of Allied Health Professions, Fall 2001.

**Capstone Advisor.** Master of Health Administration Student, University of Kentucky Martin School of Public Policy and Administration, 2006.

**Field Preceptor.** Master of Health Administration Student, University of Kentucky Martin School of Public Policy and Administration, 2001 and 2003.

**Field Preceptor.** University of Kentucky Senior Health Services Management Student, 1999.

**Voluntary Faculty Member.** University of Kentucky College of Allied Health, 1999.

**Barriers and Facilitators to Physician Integration.** Health Services Management 450, Hospitals and Health Services: Interorganizational Relationships, Guest lecturer, University of Kentucky College of Allied Health, 1998.

**Quality Initiatives in Managed Care—NCQA.** Health Services Management (HSM) 451, Special Topics: Cost, Quality, and Access. Guest lecturer, University of Kentucky College of Allied Health Professions, Master of Health Administration Program. February 1996.

**Barriers and Facilitators to Physician Integration.** Health Services Management (HSM) 450, Hospitals and Health Services: Interorganizational Relationships, Guest lecturer, University of Kentucky College of Allied Health, February 1996.

**Multispecialty Physician Group Practices.** Health Services Management (HSM)/Health Administration (HA) 260, Introduction to Health Services Administration. Guest lecturer, University of Kentucky College of Allied Health Professions, Spring/Fall, 1992; Spring/Fall, 1993.

**Planning and Evaluation within a Multispecialty Group Practice.** Health Administration (HA) 602, Strategic Planning and Management of Health Care Organizations, Guest lecturer, University of Kentucky College of Allied Health Professions, Master of Health Administration Program. April, 1992.

**Multispecialty Physician Group Practices.** Health Administration (HA) 601, Overview of Health Care Delivery Systems. Guest lecturer, University of Kentucky College of Allied Health Professions, Master of Health Administration Program. October 14, 1991.

**Marketing and the Dietitian.** Guest lecturer, University of Kentucky College of Home Economics. Spring 1988 and Spring 1989.

### **Publications:**

**Legislative Policy Brief. Vaccinating Health Care Workers to Control Flu Outbreaks.** The Council of State Governments. Contract Writer. Fall 2006.

**Educating Physician Leaders – Lexington Clinic’s Strategy for the 1990’s (Part I),** with Lee, J., Molinari, C., Williams, C., and Suver, J. American Group Practice Journal. 1993, 42(5), 16-19.

**Educating Physician Leaders, Lexington Clinic’s Strategies for the 1990’s: Evaluation and Future Plans, (Part II),** with Lee, J., Molinari, C., Williams, C., and Suver, J. American Group Practice Journal. 1993, 42(6), 14-21.

**Legislators as “Interns”: A Strategy for Influencing Health Care Reform.** GrouProfile. Fall 1993.

**Smoking Ban in Tobacco Country: The Lexington Clinic Policy.** World Smoking and Health. Summer 1990. 15(2), 17-18.

**Smoking Ban Succeeds in Tobacco Belt.** Optimal Health, May/June 1988. 4(5), 13.

**How to Find Reliable Nutrition Information.** Screening Counselor. July 1985. 2(11),1.  
Numerous patient and consumer education/marketing articles.

### **National and Regional Presentations:**

**Provider Sponsored Organizations—the Good, the Bad, and the Ugly.** Meeting of the Cincinnati Chapter of the Health Care Financial Management Association (HFMA). Cincinnati, OH, February 1999.

**Driving Forces in Managed Care: Report Cards and Beyond.** Fall Meeting of the Kentucky Society of Health System Pharmacists, Lexington, KY, September 1996.

**Physician Leadership Programs.** Annual Conference, Association for Health Services Research, San Diego, CA, June 1994.

**Building Support through Political Leaders.** Fifth Annual Group Practice Marketing Conference co-sponsored by the Medical Group Management Association and the Academy for Health Services Marketing, Seattle, WA, October 1993.

**Nutrition Issues: Determining Fact from Fiction.** Presentation at the Third Annual Summer Series on Aging, Lexington, KY, July 1986.

### **Other:**

**American Medical Group Association.** Reviewer for national quality award for medical group practices. 2004 through 2007.

**Kentucky Center for Performance Excellence.** Board of Examiners for Kentucky Quality Award. Spring 2007.

**Driving Forces in Managed Care: Building a Strategy for Nutrition Services.** Presentation to the Bluegrass District Dietetic Association, Lexington, KY. Spring 1998.

**Lexington Clinic Physician Education Program.** Cooperative studies with the University of Kentucky College of Allied Health Professions to develop business skills for physician leaders and for practice managers (75 hour curriculum). 1992 and 1993.

### **Registration:**

Registered Dietitian -- American Dietetic Association

### **Awards:**

Community Crusade Award from the American Cancer Society Kentucky Division, 1993  
Outstanding Dietitian in Kentucky, 1988  
Leadership Lexington, 1984  
Kansas Business and Professional Women's Young Careerist Contest, Runner-Up, 1982  
Delta Omega Public Health Honor Society, 1977

U.S. Allied Health Traineeship, 1977  
American Dietetic Association Scholarship, 1977  
Mortar Board (leadership and scholastic honorary), 1975  
Who's Who in American Colleges and Universities, 1975

Phi Kappa Phi, 1975  
Phi Upsilon Omicron, 1973

### **Community Activities:**

Leadership in several organizations including the American Cancer Society (Board Member, Strategic Planning Committee Chair, Annual Crusade Chair, Relay for Life Team captain), Rotary International (International Student Picnic chair, Sergeant-at-Arms, Director), the Kentucky Dietetic Association (Board Member), the Bluegrass District Dietetic Association (President, Vice President, Annual Conference Chair), Kentucky Nutrition Council (President, Secretary, Board Member), Kentucky Society for Healthcare Planning and Marketing (Board Member), Junior Achievement (Executive Committee, Board Member), Wilderness Road Girl Scout Council (Board Member), P.E.O. Sisterhood (State Membership Chair), Toastmasters of the Bluegrass (Vice President of Public Relations, Secretary, Vice President of Membership), the Kansas State University Alumni Association National Board of Directors, and the United Way Health Care Campaign Committee (Chair).

Member, University of Kentucky College of Social Work Field Advisory Board; University of Kentucky Martin School of Public Policy and Administration Master of Health Administration External Advisory Board, New Century Lexington Planning Team, Kentucky Diabetes Network, Bluegrass District Dietetic Association, Leadership Lexington, and a United Way volunteer coordinator.