

# LYLE L. BERKOWITZ, MD, FACP, FHIMSS

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Physician, Informaticist, Innovator, Entrepreneur

[www.DrLyle.com](http://www.DrLyle.com)

## EXECUTIVE SUMMARY



Dr. Lyle Berkowitz is a primary care physician, health system executive and entrepreneur who has worked in the field of medical informatics and healthcare innovation throughout his professional career. He has a passion to improve the healthcare system by creating and scaling real world solutions which improve the quality and efficiency of care for patients and physicians alike. He has been listed as one of HealthLeader's "Twenty People Who Make Healthcare Better", Healthspottr's Top 100 Healthcare Innovators, and Modern Healthcare's "Top 25 Clinical Informaticists". His "Change Doctor" blog has been voted one of the Top 50 Healthcare IT Blogs, he's been named one of the top ten "Healthcare Innovation Thought Leaders to Follow on Twitter", and he was a winner of the Mayo Clinic's Center for Innovation's iSpot Competition for "Ideas that Will Transform Healthcare" (an idea that evolved into healthfinch... *The Doctor Happiness Company*).

## BIOGRAPHY

Lyle Berkowitz, MD, FACP, FHIMSS is Chief Medical Officer and EVP of Product for MDLIVE, as well as President of the MDLIVE Medical Group, one of the largest virtual primary care groups in the nation. Previously, Dr. Berkowitz had a long history of leading healthcare IT and innovation for Northwestern Medicine, where his mission was to find, create, pilot and spread innovative technologies, processes and business models that improved the value and experience of care delivered. Projects included primary care redesign, telehealth strategy, population health, complex patient care, medical homes, executive health, provider workflow efficiencies and transforming the digital patient experience. Leadership roles have ranged from managing both Cerner and Epic EMR rollouts, to chairing the Complex Patient Workgroup and the EMR Innovations Committee, as well as helping head up Virtual Care strategies.

Dr. Berkowitz is additionally the founder and executive director of the Szollosi Healthcare Innovation Program (SHIP), a philanthropically endowed program housed within Northwestern Medicine. The SHIP's mission is to use creative thinking and diverse technologies to produce a better healthcare experience for patients, physicians and others associated with their care. Projects have ranged from setting up care coordination processes to creating a system to provide free iPads to hospitalized cancer patients.

Dr. Berkowitz currently sits on the boards of three healthcare IT companies, has co-founded several companies in the healthcare IT and innovation space, has served as Chief Medical Officer for two publicly traded companies and advisor to many more. As president of his own healthcare IT consulting firm, he also has a successful track record as an independent consultant to a wide variety of investors, hospital organizations, pharmaceutical companies, healthcare IT vendors and startups.

Dr. Berkowitz is a nationally recognized speaker and author, with a focus on healthcare innovation and information technologies. Dr. Berkowitz's book, Innovation with Information Technology in Healthcare (2013), was the first of its kind to bring together the concepts of innovation with the realities of healthcare IT. He serves on the Governance Board of the Innovation Learning Network; the Advisory Board of the Association of Medical Directors of Information Systems (AMDIS), and the Editorial Board of *Clinical Innovation + Technology*. Dr. Berkowitz is an Associate Professor of Clinical Medicine in the Feinberg School of Medicine at Northwestern University, has achieved Fellowship rank in both the Healthcare Information Management Systems Society (HIMSS) and the American College of Physicians (ACP). He graduated with a Biomedical Engineering degree from Penn, and received his MD from the University of Illinois College of Medicine.

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## ***CURRENT & RECENT POSITIONS***

- **CMO and EVP Product, MDLIVE, Inc.; President, MDLIVE Medical Group (2018 – Present)**  
Responsible for the operations and quality of MDLIVE's growing provider network, as well as overseeing product strategy to both evolve and expand the current offerings.
- **Board Member, Oneview Healthcare (2016 – Present)**  
Serve as a Board Member for this publicly traded company which has a patient engagement software platform for hospitals and long term care facilities. Created and chairs the Clinical Value Committee, and serves as a Special Advisor to the CEO on Innovation.
- **Founder, Chairman and Chief Medical Officer, Healthfinch (2011 – Present)**  
Co-founded a Healthcare IT company which builds workflow automation software to make life easier for physicians and better for patients. Responsibilities include executive management, recruiting the Board and key employees, running Board meetings, raising capital, setting comp, and being intimately involved in strategic vision, product design, and business development. Healthfinch was the winner of the Allscripts Grand Prize for "Best App" in 2013 and currently processes over 2 million clinical tasks a year. Series A funded 12/15. Total fund raise of over \$10M.
- **Advisor, Abundant Venture Partners (2011 – Present)**  
Support a Chicago based healthcare innovation incubator and investment holding company to find, build, evolve and scale digital health solutions across large healthcare organizations.
- **Founder and Director, Szollosi Healthcare Innovation Program (2007 – Present)**  
Founder and leader of this non-profit, philanthropically endowed program, with a mission to use creative thinking and diverse technologies to produce a better healthcare experience for patients, physicians and other medical providers. This program combines process improvement with product development to develop and implement real world solutions for healthcare users at Northwestern and beyond. Has raised over \$750,000 in philanthropic donations to date.
- **President and CEO, Back 9 Healthcare Consulting (1996 – Present)**  
Founder and leader of an independent consulting firm that works with healthcare delivery systems, pharmaceutical companies, IT vendors and other healthcare organizations. Projects involve Healthcare Innovation, Internet and eBusiness Strategy & Tactics; Electronic Medical Records; Physician & Consumer Health Portals; Organizational Change Management; and Physician Adoption Strategies. Clients have included large healthcare providers, HIT vendors, medical device manufacturers and pharmaceutical companies, as well as a variety of venture capital and investment companies.
- **Director of Innovation, Northwestern Memorial HealthCare System (2012 – 2017)**  
Identify, pilot and spread innovative technologies, processes and business models across the NM system, with a special focus on population health, telehealth, workflow efficiencies and digital technologies, with a goal to increase value and improve both the patient and provider experience. Major accomplishments include creating a care coordination infrastructure now in use by over 1200 physicians, starting and expanding Northwestern's BCBS Intensive Medical Home project, and launching multiple "innovation" projects across the campus that supported both inpatient and outpatient care. Served on the Project One Committee (the system's EMR unification process) as well as the Advisory Board for NU's Center for Behavioral Intervention Technologies (CBITs).
- **Medical Director of IT & Innovation, NMPG (1995 – 2012)**  
Northwestern Memorial Physician Group (NMPG) was a hospital owned primary care group which started in 1995 and grew to become the largest primary care group in Chicago before merging with other groups to form NMG in 2014. Highlights: Overseeing the implementation and optimization of a multi-million dollar ambulatory Electronic Medical Record system and integrated secure patient portal. Exploring, developing and spreading innovative new primary care processes and healthcare information technologies to improve quality, efficiency and value for patients, physicians and payors. Deep Cerner and Epic experience.
- **Primary Care Physician, Northwestern Medicine (1995 – 2017)**  
Twenty years of experience as an internal medicine physician. Helped found Northwestern Memorial Physician's Group (NMPG) in 1995. Worked in various executive and operational roles in growing to over 200 physicians, which merged with multiple other medical groups on campus to create the 1200 physician Northwestern Medical Group (NMG) in 2014. Served as Medical Director for Northwestern's Bucktown Medical Clinic, a consistent winner of patient satisfaction awards. This office served as the hub of innovative new technologies and practices, including being the first Northwestern clinic to go fully paperless on an EMR in 2002, the first to go live with an electronic patient portal (2005), the developmental site for a secure sign in/out hardware device, the creation of various care coordination tools, and more.

## ***TOP ACCOMPLISHMENTS AT NORTHWESTERN***

- Created Northwestern Medicine's first Innovation program in 2007, and later helped evolve it to the system level Department of Innovation in 2016, overseeing multiple projects across all regions. Early wins included the implementation of a service to better support second opinions, multiple telehealth initiatives, several workflow automation projects, creation of an Innovation Award, and the kickoff for a dedicated NM mobile app.
- Oversaw the creation and growth of the IT systems and innovative culture which helped a small group of doctors grow into the largest and most successful primary care group in the city of Chicago over two decades.
- Guided NMPG's early adoption of electronic medical records, going paperless in 2002 with Cerner's ambulatory care EMR system. Then was responsible for the clinical conversion of NMPG's providers from Cerner to Epic in 2014. Additionally involved with converting 100+ other PCPs to Epic in 2014-2015.
- Launched NMPG's patient portal by implementing the RelayHealth system in 2006 and achieving record adoption over 60% of patients. Later converted to Epic's MyChart system.
- Chaired and active member in multiple IT, EMR and Population Health Committees. Lead early exploration of multiple hot topics (e.g. workflow efficiency, virtual care, complex patient care)
- Helped design, implement and run Northwestern's world-class Executive Health program (launched 2005).
- Created a care coordination infrastructure that has improved quality for patients, efficiency for physicians and staff, while also increasing revenue for the system. Examples include a robust referral authorization service, a Clinical Pathway System, and major rehaul of the system-wide Mammogram ordering process
- Management of NMG's Intensive Medical Home (IMH) Program with BCBS. Helped negotiate contract enhancements to increase PMPM payments and allow for greater flexibility in care management.
- Created NMPG's physician Intranet in 2005; fully rebuilt and launched system-wide in 2015.

## ***OTHER RELEVANT PROFESSIONAL EXPERIENCE***

- **Co-Founder and Chief Medical Officer, Rise Health (2008 – 2011)**  
Co-founded a company which provides innovative healthcare services and technologies to help healthcare organizations prepare for population health management. Helped create vision and strategy, assemble an executive management team, enhance business development, and secure over \$12 million in series A funding. Sold to Best Doctors in Sept, 2014.
- **Senior Healthcare Strategist, Tribune Company (2009 – 2010)**  
Adviser to one of the largest multimedia companies in the world on the creation of their healthcare strategy, including high level vision, partnerships, acquisitions, product development, and business models. Created and starred in the "High Tech Doc" series for print, web and TV.
- **Chief Medical Officer, Adivi (2001-2003)**  
Founded the Healthcare and Pharmaceutical Practice for this Chicago-based E-business consulting company. Provided strategic corporate vision, supported business development and client strategy.
- **Chief Medical Officer, Lifestart (2001-2002)**  
Supported LifeStart's management of multiple health clubs and wellness programs in the Midwest. Oversaw testing protocols and assisted in developing effective preventive health strategies for clients (large employers). Provided strategic vision for use of the Internet to support and expand LifeStart's services via a new venture, LifeStart Online. Sold to Healthways in 2002.
- **Chief Medical Officer, Proxicom (1999-2001)**  
Created the Healthcare and Pharmaceutical Practice for this publicly-traded global E-business consulting company. Helped grow Healthcare practice revenue to almost \$2 million a quarter. Worked with clients such as Astra-Zeneca, Bayer, BestSelf.com, Confer, JNJ, TAP Pharmaceuticals and Wellpoint. Worked with alliance partners such as Microsoft, Intel and Sun. Responsibilities included client strategy, business development, alliance relationships, and internal and external thought leadership.
- **Chief Medical Officer, Advanced Health Technologies (1997-1999)**  
Provided strategic vision for product and business development at this publicly-traded healthcare information technology vendor. Helped to evolve and expand product lines consisting of an EMR system that included e-prescribing, lab ordering, results reporting, E&M coding and patient history documentation. Initiated and oversaw the creation of the world's first Internet-based electronic prescription writer. Devised implementation strategies and plans to ensure physician adoption of these systems.
- **Founder, CEO and President, ApolloHealth (1999)**  
Co-founded a company which focused on Internet-based data collection and analysis. Created initial concept, recruited key executives, wrote majority of the business plan, and helped establish a formal relationship with a highly regarded research organization (the RAND Corporation).

## ***CLINICAL EXPERIENCE, PROFESSORIAL APPOINTMENTS AND LICENSURE***

- Twenty years experience as a primary care physician at Northwestern Memorial Hospital
- Associate Professor of Clinical Medicine, Northwestern University Feinberg School of Medicine
- Board-Certified in Internal Medicine, National Board of Medical Examiners
- Medical License, State of Illinois

## ***BOARD ACTIVITY***

- Chairman of the Board, healthfinch
- Member of the Board, Oneview Healthcare
- Member of the Board, Intelligent Locations
- Governance Board, Innovation Learning Network (ILN)
- Editorial Board, *Clinical Innovation and Technology*
- Editorial Board, *Healthcare Innovation News*
- Advisory Board, Northwestern U's Center for Behavioral Intervention Technologies (CBITs)
- Advisory Board, Association of Medical Directors of Information Systems (AMDIS)
- Advisory Board, Roche Pharmaceutical's Personalized Health Care Group
- Advisory Board, HISTalk
- Clinical Advisory Board, CIMIT's POCT Research Center in Primary Care
- Scientific Advisory Board, Chicago Life Sciences Consortium
- National Steering Committee, Abundant Ventures Innovation Accelerator (AVIA)
- Past Non-Profit Boards: American Health Information Management Association (AHIMA) Foundation (Board Member, 2009-2012), Wing & Groove Theatre Company (Board Member and Vice-President 1998-2007), American Brain Tumor Association Junior Board (Co-Founder and Chairman, 1994-1996)
- Past Editorial Boards: Healthcare Informatics (2000-2012), Modern Physician (Crain Publications), eMD (McGraw-Hill Publications), EHR Alert Magazine, Healthcare Innovation News
- Past Advisory Boards: ABC News Medical Unit, Global Medical Microtechnology Association (GMMA), Revolution Health, eHealthcare World, Healthcare Informatics Expo, Medical.com, "The Internet's Impact on the Healthcare Sector" (a joint RAND-California Healthcare Foundation research project), Illinois Institute of Technology (IIT) Health Management Program, The Council of Healthcare Advisors, Wiley & Sons' Health Sciences Division, Institute for Health Technology Transformation (iHT2).

## ***PROFESSIONAL ORGANIZATIONS***

- American College of Physicians (ACP)
  - *Fellowship Status awarded in 2011*
- Association of Medical Directors of Information Systems (AMDIS)
  - *Advisory Board 2000 – Present*
  - *Annual Symposium Planning Committee: 2014, 2015*
- Healthcare Information and Management Systems Society (HIMSS)
  - *Fellowship Status awarded in 2007*
  - *Annual Conference Presenter 1999-2004, 2006-2009, 2011-2015*
  - *Annual Conference Reviewer and/or Moderator 2005, 2007, 2010, 2011, 2015, 2016*
  - *Physicians' IT Symposium Planning Committee: 2010, 2012, 2013*
  - *Task forces: Innovation, EHR Usability, EHR Implementation, Barriers to IT in Ambulatory Care*

## ***GOVERNMENT ACTIVITY***

- Illinois Governor's Office of Health Innovation and Transformation (2014-2015)
  - *Care Coordination Subcommittee, Alliance for Health Data and Technology Work Group*
- Healthcare Task Force, Illinois Workforce Improvement Board (2013-2014)

- *Helped craft the overall strategy around promoting a future where IT empowered paramedical personnel will help make physicians more efficient. Influence new legislation to promote the formalization of Community Healthcare Workers*
- Invited speaker to Federal Government meetings and workshops:
  - *HHS/ONC Hearings on EHRs and Meaningful Use (January, 2011)*
  - *NIST Workshop on Improving the Usability of Electronic Health Records (June, 2011)*
  - *AHRQ Expert panel: Emerging Healthcare Technology Horizon Scanning (June, 2011)*
  - *ONC Task Force on increasing Healthcare IT Innovation (August, 2011)*

## **MEDIA PRESENCE**

- Editorial Board and contributor for **Clinical Innovation + Technology**, a TriMedia print and online magazine (2013-present). Editor at Large in 2013.
- Editorial Board and contributor for **Healthcare Innovation News**.
- Author of “**The Change Doctor**”, voted one of the Top 50 Healthcare IT Blogs (2010)... sharing thoughts, anecdotes and experiences on the subjects of Healthcare IT and Healthcare Innovation.
- Named one of the top “**HIT and Healthcare Experts You Should Follow on Twitter**” (2016)
- Named one of the top ten “**Healthcare Innovation Thought Leaders to Follow on Twitter**” (2014)
- Regular Contributor to the infamous **HISTalk blog**.
- Creator of “**The High Tech Doc**”, a multi-media series advising consumers how to use today’s information technology to better manage their health (2009-2010).

## **THOUGHT LEADERSHIP**

- Editor and Author of “**Innovating with Information Technologies in Healthcare**”, a first of its kind book exploring the intersection of healthcare IT and innovation. Published, Springer, 2013.
- Extensive experience as an accomplished thought leader, addressing topics such as EMR usability, Healthcare Innovation, Strategic use of healthcare IT and Doctor Happiness. Additionally has written, spoken, and mentored on the role and importance of physician leadership in the field of healthcare information technology.
- An active speaker, moderator and planner for national meetings, including multiple presentations for HIMSS, AMDIS, iHT2, TEPR (Towards an Electronic Patient Record), NMHCC (National Managed Healthcare Congress), eHealthcareWorld, World Healthcare Congress and the Healthcare Informatics Expo & Conference.
- The author of multiple articles in periodicals such as Healthcare Informatics, Modern Physician, Physicians and Computers, e.MD, Essential Informatics, Pharmaceutical Executive, Product Management Today, The Journal of Medical Practice Management and TeleHealth.
- Contributing author to books about Electronic Medical Records published by both the American College of Physicians and the Healthcare Information Management Systems Society.
- Lead teacher for the “*Organization and Economics of Medicine*” course for medical students, Feinberg School of Medicine at Northwestern University.
- Lead teacher for “*Delivery of Optimal Care*” course for medical students, and author of the section on “*Disruptive Forces in Healthcare*”.
- Guest Lecturer at the Illinois Institute of Technology (IIT), Stuart Graduate School of Business.
- Advisor to public policy entities such as Health Affairs and the Hope Street Group.

## ***EDUCATION AND RESEARCH EXPERIENCE***

- **Residency training in Internal Medicine at Northwestern Memorial Hospital (1992-1995)**
  - Senior Resident research projects included a critical analysis of medical record workflow processes and the design and evaluation of a computer program to retrieve and organize clinically relevant data from an IDX-based administrative database.
  - Served on several computer and technology related committees.
- **Research sub-fellowship, The Decision Systems Group at Harvard Medical School (1991)**
  - Medical informatics research sponsored by a grant from the NLM (National Library of Medicine).
- **Medical degree from the University of Illinois at Chicago College of Medicine (1988-1992)**
  - Finalist for the William Grove Award for Outstanding Medical Student.
  - Performed medical informatics research, oversaw creation and management of the medical student computer lab, served on multiple computer-focused committees and helped to develop the medical informatics research curriculum for the medical school.
- **BSE, Biomedical Engineering, The University of Pennsylvania (1984-1988)**
  - Benjamin Franklin Scholar (1984-1988)
  - Winner of both the Nassau Fund Research Grant for outstanding research proposal (1987) and the Rose Foundation Award for outstanding research (1988)

## ***SPECIAL INTERESTS***

Physician consultant to a wide variety of movie, television and theatrical productions, including Chicago Fire, Chicago PD, Chicago Med, Chicago Justice, Empire, Chiraq, Shameless, Sense8, Unexpected, Divergent, Sirens, Underemployed, Sinister 2, Drinking Buddies, Crisis, Betrayal, Mind Games, Jupiter Ascending, Man of Steel, Transformers 3 & 4, Boss, Playboy Club, The Dilemma, Public Enemies, Wanted, The Beast, A Nightmare on Elm St., Nothing Like the Holidays, The Unborn, The Jamie Foxx Tour, The Dark Knight, Batman Begins, Stranger than Fiction, Road to Perdition, My Best Friend's Wedding, Barbershop I and II, Soul Food, Ocean's 11 & 12, The Express, Quebec, The Weatherman, Ice Harvest, What Women Want, Chain Reaction, The Day of the Jackal, Home Alone III, Hellcab, Payback, US Marshals, Hoods, Stir of Echoes, Message in a Bottle, Lord of the Dance, Streetcar Named Desire, Prison Break, Early Edition, Cupid, Save the Last Dance, ER, The Joan Cusack Show, Real World Chicago, Starting Over, The Producers, The Oprah Show, and Million Dollar Quartet.

## ***REFERENCES***

- Available upon Request

## RELEVANT PUBLICATIONS & PRESENTATIONS

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Berkowitz LL. Healthcare Innovation. Becker's Health IT + Clinical Leadership Conference. May 10, 2018.

Berkowitz LL. The Future of Healthcare. HLTH Annual Conference, May 9, 2018.

Alexander S, Berkowitz LL, Gamble M, May J. Innovation and Information Technology. Becker's Annual Healthcare Conference, April 12, 2018.

Berkowitz LL, Desai K, Thornberry W. Health Innovation Roundtable. Society of Teachers of Family Medicine Conference on Practice Improvement. Dec 2, 2017.

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Berkowitz LL. Keynote Presentation: Healthcare Innovation - Leading to Success. Medical University of South Carolina (MUSC) Leadership Symposium. December 17, 2015.

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Berkowitz LL. Creating Effective Care Teams. Clinical Care Innovations Safety Net Innovation Network Meeting. November 7, 2012.

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