



**Jeffrey Rideout, M.D., M.A., FACP**

President and CEO, the Integrated Healthcare Association  
Senior Advisor, GE Ventures  
Senior Advisor, American Heart Association  
Consulting Professor, Stanford University, Health Research and Policy  
Lecturer, University of California Berkeley, Haas School of Business

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**WORK EXPERIENCE**

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**President and CEO, Integrated Healthcare Association**

5-2015 to present

Dr. Rideout was recently appointed as President and CEO of the Integrated Healthcare Association ([www.iha.org](http://www.iha.org)). The Integrated Healthcare Association is a California statewide multi-stakeholder leadership group that promotes quality improvement, accountability and affordability of health care. Dr. Rideout also continues to serve as a Senior Advisor to GE Ventures, focusing on new business development related to Digital Health and Digital Therapeutics, including assessing and accelerating new early stage solutions and companies. Dr. Rideout also is a Senior Advisor to the American Heart Association's Worksite Wellness Initiative.

Dr. Rideout also holds academic appointments with Stanford University as Consulting Professor, Department of Health Research and Policy, School of Medicine, and the University of California, Berkeley Haas School of Business, teaching on topics related to healthcare technology, services and innovation. At Haas, Dr. Rideout is a ten year faculty member and teaches a regular 2<sup>nd</sup> year MBA course related to venture capital investing in healthcare technology and services. At Stanford Dr. Rideout teaches a new MBA course also focused on venture investing.

Selected current and prior industry activities:

- Board of Directors, Pacific Business Group on Health (15 years)
- Board of Directors, Integrated Healthcare Association
- National representative to the HHS's America's Health Information Community (AHIC) Chronic Care Workgroup under HHS Secretary Mike Leavitt
- Executive representative to the Interoperability Consortium, a collaboration of eight leading technology companies including Accenture, Cisco, CSC, HP, IBM, Intel, Microsoft and Oracle, committed to support the US Office of the National Coordinator for HIT
- Editorial Advisory Board, Hospital and Health Systems "Most Wired"
- National Advisory Council for the Robert Wood Johnson Foundation "Pursuing Perfection" grant
- Advisory Board, Value Based Insurance Design Institute

**Rideout Advisors, Independent Consulting and Venture Investing**

6-2013 to present (as Rideout Advisors LLC), 8-2007 to 7-2009, 9-99 to 1-00

6-2013 to present

Operating through Rideout Advisors LLC from 6-2013 to 6-2015, Dr. Rideout served as an independent consultant to several organizations, including Covered California, California's State based Exchange, GE Ventures and numerous start-up companies. At Covered California, Dr. Rideout served as the full time Senior Medical Advisor, supporting clinical quality, network management, delivery system reform and clinical and network analytics related to the 1.4 million Californians enrolled through Covered California. Covered California is the largest state based exchange in the country and accounts for nearly 20% of the total state and federal based exchange enrollment in the nation. Together with Medi-Cal expansion, the state of California has reduced the number of uninsured in California by over 50% in one year.

Dr. Rideout also serves as a Senior Advisor to GE Ventures, focusing on new business development related to Digital Health and Digital Therapeutics, including assessing and accelerating new early stage solutions and companies. Dr. Rideout also led a Digitally Enhanced Therapeutics market research initiative that concluded with a full day external advisory board session that included numerous industry and technology leaders.

## Healthcare Venture Capital, Private Equity and Early Stage Company Experience (dba Rideout Advisors, LLC)

Dr. Rideout has significant direct experience in venture capital, private equity and early stage companies in the healthcare IT and healthcare services sector. This includes first adopter piloting and successful late stage investment in RelayHealth (acquired by McKesson), series A investment in Certify Data Systems (acquired by Humana), series A investment in Healthsense and first adopter piloting of Resolution Health (acquired by WellPoint). As an independent consultant for Tenet Ventures, responsibilities included identification, due diligence, portfolio management, and investment advice regarding over 30 ehealth focused startup companies typically in early stage funding situations. Positions held included:

- GE Healthcare Ventures, Advisor, 3-2014 to present
- Care Innovations, a GE/Intel Joint Venture, Senior Medical Advisor, 2-2014 to 6-2014
- Chief Strategy Officer, Certify Data Systems, San Jose, CA- 1-09 to 7-2009
- Chief Medical Officer, Health Evolution Partners, San Francisco, CA- 1-08 to 12-08
- Managing Partner, HealthVest Fund, BC Ziegler and Company, Chicago, IL- 8-07 to 1-08
- Independent consultant to Tenet Healthcare's ventures and strategies division.

### **SVP, Chief Medical Officer, The TriZetto Group** 7-2009 to 6-2013

Previously Dr. Rideout was SVP, Chief Medical Officer for The TriZetto Group, a healthcare information technology company privately held by Apax Partners. Dr. Rideout led TriZetto's strategy related to delivery of a comprehensive suite of products and services that enable payers, providers and employers to improve the cost and quality of care. TriZetto offers solutions for Care Management, Value Based Insurance Design, Population Health Management, Payment Bundling, Price Transparency and various forms of financial risk management. In addition to internally developed solutions, Dr. Rideout also supports TriZetto's partnership and M&A activities related to accountable care technologies and services, including acquisition commitments related to clinical analytics, accountable care organizations and population health management.

### **Vice President, Internet Business Solutions Group (IBSG), Healthcare Practice, Cisco Chief Medical Officer, and Co-lead, North American Healthcare Vertical, Cisco Systems, San Jose, CA.** 4-04 to 8-07

As the global leader of Cisco's Internet Business Solutions Group Healthcare Practice, Dr. Rideout worked with health care and public sector leaders to help them use technology to accelerate transformation of the health care industry. Working on a non-fee basis, the group helps customers use technology and business process innovation to transform their organizations and drive industry-leading change. Dr. Rideout also provided strategic support for business development, investment and policy decisions regarding healthcare for Cisco. As co-lead of the Cisco North American Healthcare vertical, Dr. Rideout was responsible for leading a coordinated "go to market" strategy for Cisco in healthcare that showed significant increases in healthcare related sales during his period as co-leader.

Dr. Rideout also served as Cisco's Chief Medical Officer. In this role Dr. Rideout provided strategic support for health benefit value purchasing decisions for Cisco's 65,000 employees and dependents worldwide, and represented Cisco on the Board of Directors for the Pacific Business Group on Health. Dr. Rideout also served as a member of the American Health Information Community (AHIC's) Chronic Care Workgroup for the US Department of Health and Human Services and was a member of the National Quality Forum Task Force for Personal Health Records executive briefing series.

### **Blue Shield of California** 1-2000 to 5-2004

- **President and CEO, Blue Shield of California Foundation, San Francisco, CA**  
5-02 to 5-04

President and CEO of Blue Shield of California's independent not for profit charitable foundation dedicated to reducing the uninsured, quality of care/care management, improving health care access, domestic violence

prevention and medical technology assessment ([www.blueshieldcafoundation.org](http://www.blueshieldcafoundation.org)). Community contributions from the foundation in 2003 exceeded \$8 million. In addition, the foundation supported five research studies focused on care management, including the use of technology to improve compliance with evidence based guidelines and the cost savings associated with the use of internet based physician/patient communication.

- **Chief Medical Officer and Senior Vice President, Blue Shield of California, San Francisco, California**  
1-00 to 5-02

Responsible for all clinical policy and services, including care and disease management, quality management, medical management, medical policy and pharmacy services for Blue Shield of California and its 2.2 million commercial and Medicare members through a network of over 50,000 contracted physicians and over 300 hospitals. Responsibilities also included oversight of Blue Shield's new technology assessment and clinical e-health programs and strategies, supporting both members and providers. This included product and service evaluation, opportunity identification, due diligence, ROI calculations and agreement negotiation with selected start up and ehealth related companies that could support care management and accelerate consumer focused business development. In some cases, equity investment opportunities were created for the company. In 2001 Blue Shield of California was recognized by the Blue Cross/Blue Shield Association for two "Best of Blue" innovation awards implemented with ehealth partners related to internet patient/ physician clinical messaging and the use of claims data to improve compliance with evidence based practice guidelines.

**Vice President, Quality Improvement, and Associate Chief Medical Officer, University of California, San Francisco Stanford Health Care, San Francisco, California**  
6-98 – 12-99.

System wide responsibility for development and coordination of quality of care/outcomes and quality of service measurement across UCSF/Stanford Health Care. UCSF/Stanford Health Care was comprised of UCSF Medical Center, UCSF Mt. Zion, Stanford Medical Center, Lucile Packard Children's Hospital, and over 3000 physicians. Designed and built the organization's first system wide reporting of clinical and service outcomes, with external benchmarking.

**Vice President and Medical Director, Quality Management Blue Cross of California, Walnut Creek, CA**  
11/94 – 6-98.

Statewide responsibility for quality management for Blue Cross of California commercial and Medicare Risk plans. Included provider and member directed quality improvement initiatives, NCQA accreditation, DOC and HCFA compliance, HEDIS Quality Improvement measurement and intervention, hospital quality assessment, and CaliforniaCare's Scorecard, a standardized medical group and IPA quality performance rating system. Primary company representative regarding quality initiatives to purchasers and regulators including CalPERS, Pacific Business Group on Health, and the Department of Corporations.

**Medical Director, Northern California, TakeCare Health Plan, Concord, CA**  
1/94 - 11/94.

Regional Medical Director for over 230,000 enrollees who received care through 40 major medical groups in Northern and Central California. Key project leadership included: 1) TakeCare's HEDIS data collection program, which successfully promoted a California-wide collection initiative that included plans, purchasers, and providers and 2) oversight of TakeCare's Quality Improvement Incentive Program.

**Associate, APM Inc., Management Consultants, San Francisco, CA**  
7/93 - 1/94

Project work included the development of a Physician-Hospital Organization (PHO) and a Management Services Organization (MSO) for a regional provider system in the Cincinnati area, and development of an affiliation strategy for a nationally recognized academic medical center and the regional division of a nationwide health maintenance organization in Southern California. Detailed familiarity with managed care techniques and health plan requirements for provider networks.

## **Medical Resident, University of California, San Francisco, CA**

9/90 - 6/93.

Three year residency in internal medicine leading to Board Eligibility/ Certification. Training sites included University of California affiliated Long/Moffitt Hospitals, the San Francisco Veterans Hospital, and the San Francisco County Hospital. Included training in general medicine and medicine subspecialties, intensive and cardiac care units, emergency services and transplant services.

## **Associate, Booz, Allen and Hamilton Inc., Management Consultants, New York, NY**

2/89 - 7/90, 6/87 to 9/87.

Consultant specializing in healthcare strategic planning, operations, and technology. Projects included hospital mergers and acquisitions, pharmaceutical product portfolio management, hospital and medical office computer services survey, and development of an integrated healthcare information and financial management service.

## **ACADEMIC FACULTY**

- Consulting Professor, Department of Health Research and Policy, Stanford University, 1-2014 to present
- Lecturer, Graduate Program in Health Management, UC Berkeley, 1-02 to 1-04, 1-08 to present
- Assistant Clinical Professor, UCSF Medical School, 1998 – 2005

## **EDUCATION/HONORS**

Harvard Medical School  
MD, June 1989

Oxford University, England  
MA Honors, Philosophy, Politics and Economics, June 1987  
Rhodes Scholar, 1985

Stanford University  
BS Biology with Distinction with Honors in Humanities, June 1983  
Hedley Award, Stanford University, 1983, Outstanding graduate in the Humanities Honors Program  
Phi Beta Kappa, 1982

## **LICENSING CERTIFICATION/MEMBERSHIP, COMMUNITY BOARDS**

Fellow, American College of Physicians/American Society of Internal Medicine, 1987-present  
Board of Directors and Volunteer, Medical Teams International  
California State Medical License, Current  
Graduate, Disney Institute, Quality Service  
Board of Directors, Contra Costa Interfaith Housing  
Board of Directors, Medical Teams International, 2002-2011 (maximum term limits), 2013 to present (re-appointment)

## **PERSONAL INFORMATION**

Born October 26, 1961, Portland, OR. Married, wife Susan, children Joshua, Nicole, and Adam

## **PUBLICATIONS and ACKNOWLEDGEMENTS**

Laurence Baker, Ph.D., Jeffrey Rideout, M.D., Paul Gertler, Ph.D., Kristiana Raube, Ph.D., Effect of an Internet-Based System for Doctor-Patient Communication on Health Care Spending (accepted, *Journal of American Medical Informatics Association*)

H. Halpin, PhD, S. McMenamin, PhD, J. Rideout, MD, G. Boyce-Smith, MD, The Effect of Benefit Design on Treating Tobacco Dependence: Results from a Randomized Trial. *Inquiry* (final revisions)

Baker, LC, Hopkins, D, Dixon, R, Rideout, J, and Geppert, J. Do health plans influence quality of care? *International Journal for Quality in Health Care* 16:1 (February 2004) 19-30.

Schauffler, Helen, Rideout, Jeffrey, et al. *Tobacco Control*, 2001: **10**: 175-180. "Variations in treatment benefits influence smoking cessation: results of a randomised controlled trial."

Payne Simon, Lisa, Rideout, Jeffrey A., et al., *Diabetes Care*, 22(2). "Risk and Protective Factors Associated with Screening for Complications of Diabetes in an HMO Setting." 1999, 208-212.

Payne Simon, Lisa, Rideout, Jeffrey A., et al, *American Journal of Medical Quality*, 14(3). "Provider Group Characteristics and Quality Report Card Performance: A Cross-sectional Study in a Managed Care Setting." 1999, 138-145.

Belman, Michael J., Rideout, Jeffrey A., et al, *The Joint Commission Journal on Quality Improvement*, 25(5). "Using a Quality Scorecard to Measure and Improve Medical Groups' Performance." 1999, 239-251.

Wise, Paul H. et al. *Pediatrics* 81(4) "Infant Mortality Increase Despite High Access to Tertiary Care: An Evolving Relationship Among Infant Mortality, Health Care and Socioeconomic Change." 1988, 542-48.

Mauk, MD. et al. *Physiology and Behavior*, 30(3). "Overtraining Reduces Morphine Abolition of Classically Conditioned Responses." 1983, 493-495.

Kravitz, Richard, Epstein, Ronald, Feldman, Mitchell, et al. *Journal of the American Medical Association* 293(16). Influence of Patients' Requests for Direct-to-Consumer Advertised Anti-Depressants. A Randomized Control Trial. 2005, 1995-2002. (acknowledgement)