Welcome to the Center for Healthcare Innovation

The Center for Healthcare Innovation accelerates the translation of medical discoveries into healthcare systems in order to increase hospital efficiency and improve patient outcomes. The center is comprised of forward-thinking clinicians, researchers, creators, innovators, and support staff, working together as collaborators and team members.
Leadership

Jeff D. Williamson, MD, MHS
Director, Center for Healthcare Innovation; Professor of Internal Medicine and Epidemiology; Chief, Section on Gerontology and Geriatric Medicine
Project: All

Dr. Jeff Williamson is an internationally known geriatrician and clinical trialist. Dr. Williamson’s primary research interests include understanding relationships between chronic diseases, the prevention of age-related loss of independence and developing research methods for elderly persons in clinical trials. As the director of the Center, he leads and serves alongside diverse faculty and staff to identify opportunities in innovation and assists with design and implementation to bring more discoveries to patient care.

Eric S. Kirkendall, MD, MBI
Deputy Director, Center for Healthcare Innovation; Director of Digital Health Innovation; Associate Professor, Pediatric Hospital Medicine
Project: All

Dr. Kirkendall is a highly trained and experienced clinical informaticist interested in novel applications of technology to improve healthcare and patient outcomes. Dr. Kirkendall helps lead the center and utilizes technology to accomplish its mission by collaboratively leveraging the unique talents and capabilities of Wake Forest’s innovators, digital health tools, scientific discoveries and clinical care delivery system.

Nicholas M. Pajewski, PhD
Director of Statistical Analytics, Center for Healthcare Innovation; Associate Professor of Biostatistical Sciences; Division of Public Health Sciences
Project: All

Dr. Pajewski is a biostatistician with diverse experience in clinical trials, health services research and the use of pragmatic data sources including administrative claims and data derived from the Electronic Health Record (EHR). Dr. Pajewski provides expertise in study design and evaluation, data management, statistical analysis, and predictive modeling to support population health management and clinical informatics initiatives for the Center.

Paul Yelton, MSCS
Program Director, Technology, Center for Healthcare Innovations
Project: All

Paul Yelton has more than 17 years of software engineering expertise that ranges from software architecture to business strategy development. Yelton helps develop the Center’s technology team, collaborates with the Medical Center’s faculty and staff, and collaborates with industry partners to deliver new digital innovations into the healthcare space.
Amy Crews
Business Administrator
*Project: All*

Amy Crews has more than 20 years’ experience in healthcare administration and leadership, with specialized expertise in financial management, performance improvement, physician practice management, rehabilitation, and post-acute services. Crews leads the development and oversight of the Center’s business and financial management processes.

Jen McCraw
Director of Strategy & Operations
*Project: All*

Jen McCraw has over 15 years of experience in healthcare, encompassing providing care as a nurse practitioner, implementing large-scale EHRs, designing and applying new care models and quality improvements initiatives, and commercializing healthcare SaaS products. At the Center, she utilizes her experience across these healthcare functional domains to help define and reach the Center’s strategic goals through product development, partnerships, and spin-in innovation projects. She serves as the Center Chief of Staff and provides guidance to the executive team regarding business objectives and personnel growth and management.
Staff

Shawn Brim, MBA
Research Administrative Coordinator
Shawn Brim has been with Wake Forest University Health Sciences for two decades in grants management. He facilitates the submission and subsequent post-award management for research, institutional and philanthropic endeavors grants and funds.

Andrew Brown
Associate Project Manager
Andrew Brown helps manage and coordinate collaborative innovation programs, clinical research studies, and innovation-oriented products for the Center for Healthcare Innovation. Andrew's primary focus with Wake Forest Baptist Health is to ensure that these projects and studies have a successful life cycle ranging from the beginning stages through implementation and adoption among communities and individuals. Andrew also helps in the development of Center activities through working closely with members in the development and revision of documents, projects, and events. He has multiple years of experience in managing projects for health entities that range from state led research to county, regional, and state events and programs.

LaShanda Brown, PhD, GNP, BC
Research Nurse Manager
LaShanda Brown has more than a decade of nursing education and research experience. She helps implement and disseminate workflow changes for Center projects within the inpatient and ambulatory settings; this includes ensuring nursing input for streamlining and making nursing and staff satisfaction a priority.

Sarah Hutchens
Associate Administrative Coordinator for the Section on Gerontology and Geriatric Medicine and the Wake Forest Center for Healthcare Innovation
Sarah Hutchens has more than 35 years of experience as an administrative professional. Her role in the Center includes helping coordinate meetings, events, onboarding of new faculty and staff and a myriad of other administrative needs.

Scott Lang
Program Manager
Scott Lang helps coordinate day-to-day activities of Center members, oversee Center projects and plan and execute Center-sponsored meetings and events. Lang has 20 years of experience in various forms of communications and project management, including staff oversight, budgets, editing, websites, conferences and special events.

Nina Mastandrea
Web & Social Media Manager
Nina Mastandrea's career has spanned several industries from crime and politics reporter at a daily-printed newspaper, to content management in higher education, to her work as the Web & Social Media Manager at the Center. There, she works in-house to utilize her experience at the enterprise level to develop marketing strategies in coordination with the larger School of Medicine strategic goals. She shares the successes of the Center and its numerous projects through both digital and printed methods including social media, graphic design, photography, and articles.

John D. McConnell, MD
Chief Executive Officer Emeritus, Wake Forest Baptist Medical Center
Professor and Gordon Hanes Chair of Urology, Wake Forest University School of Medicine
Executive-in-Residence for the Wake Forest Center for Healthcare Innovation
A urologist and translational researcher by training, Dr. McConnell previously served as CEO, where he had the overall responsibility for the Medical Center’s research, commercialization, education, and patient care programs. Dr. McConnell now serves as an advisor to the Center on strategies for operations, assessment and valuation of opportunities and external relationship management.

Adam Moses
Senior Applications Analyst Internal, Medicine Administration
Adam Moses has nearly 10 years of IT Operations experience, ranging from training and support to developing front-end systems to enhancing the clinician and patient experience. Moses is primarily involved with integration into the EHR as well as data and analytics surrounding the Center's projects and initiatives.

Project: All
## Faculty/Staff Innovators

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Expertise</th>
<th>Project/Expertise</th>
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<tbody>
<tr>
<td>Ajay Dharod, MD</td>
<td>Assistant Professor of Internal Medicine, Section on General Internal Medicine</td>
<td>mPATH, WHIRL, CSI Mentor</td>
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<tr>
<td>Alain Bertoni, MD, MPH</td>
<td>Professor, Public Health Sciences</td>
<td>Heart, Population Health</td>
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<tr>
<td>Amber Brooks, MD</td>
<td>Associate Professor, Anesthesiology</td>
<td>Pain eHealth Platform (PEP)</td>
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<tr>
<td>Andrew South, MD</td>
<td>Assistant Professor, Department of Pediatrics</td>
<td>Nephrology, Kidney Disease Research</td>
</tr>
<tr>
<td>Ashish Khanna, MD</td>
<td>Associate Professor, Anesthesiology</td>
<td>Physiologic Data and Monitoring</td>
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<tr>
<td>Bobbie Jo (Munson) Fowler, MPH</td>
<td>BestHealth</td>
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<tr>
<td>Brian J. Wells, MD, PhD</td>
<td>Associate Professor of Biostatistical Sciences, Division of Public Health Sciences</td>
<td>Messaging for Better Diabetes Control</td>
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<tr>
<td>Chandylen Nightingale, PhD</td>
<td>Assistant Professor, Public Health Sciences</td>
<td>CONNECT</td>
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<tr>
<td>Christopher M. Prouty, MBA</td>
<td>Director, Population Health</td>
<td></td>
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<tr>
<td>David M. Popoli, MD</td>
<td>Assistant Professor, Physical Medicine &amp; Rehab</td>
<td>Triage of TBI</td>
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<tr>
<td>David Miller, MD, MS, FACP</td>
<td>Professor of Internal Medicine and Public Health Sciences, Section on General Internal Medicine</td>
<td>mPATH</td>
</tr>
<tr>
<td>Deepak Palakshappa, MD</td>
<td>Assistant Professor, Department Internal Medicine, General Medicine</td>
<td>Social Determinants of Health</td>
</tr>
<tr>
<td>Elisabeth Stambaugh, MD</td>
<td>Obstetrics and Gynecology, Department of Gynecology</td>
<td>IGLOO</td>
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<tr>
<td>Elizabeth Linn, MBA</td>
<td>Director, Payer Relations and Strategy, Manager Care</td>
<td>Member and Partner Outreach</td>
</tr>
<tr>
<td>Greg Pool</td>
<td>Director, Wake Forest Startup Lab; Visiting Assistant Professor of Practice, Entrepreneurship, Wake Forest University</td>
<td>Entrepreneurship, Education</td>
</tr>
<tr>
<td>Heidi Munger Clary, MD, MPH</td>
<td>Assistant Professor, Neurology</td>
<td>Digital Health</td>
</tr>
<tr>
<td>Jennifer Gabbard, MD</td>
<td>Assistant Professor of Internal Medicine, Section on Gerontology and Geriatric Medicine</td>
<td>Pain eHealth Platform (PEP)</td>
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## Staff (Continued)

### Renee Woodard
**Associate Project Manager**
Renee Woodard has been with Wake Forest Baptist Health since 2015 and was previously the educational coordinator for the Section on Gerontology and Geriatric Medicine. Woodard works closely with faculty, departmental leadership and administrative staff in overseeing Center projects, as well as coordinates Center events.

### Nancy Woolard
**Fiscal Manager for the Center for Healthcare Innovation**
Nancy Woolard has 30 years of experience in project management at Wake Forest, encompassing foundation-supported educational projects and large, NIH-funded, multi-site clinical trials. Woolard also serves as the financial manager for the Center, overseeing budgets, grant submittals and philanthropy.

### Mat Weiss
**Tech Development Lead**
Mat Weiss has over 20 years of experience in software engineering in a variety of domains including clinical trials and public health research. Weiss collaborates with faculty and staff to develop new digital health solutions and apply emerging technology to challenging healthcare problems.
Faculty/Staff Innovators  
(Continued)

Jennifer Houlihan  
Vice President, Value-Based Care and Population Health Administration  
*Project:* All

Jillian Urban  
Assistant Professor, Biomedical Engineering  
*Project:* Triage of TBI

John McConnell, MD  
Chief Executive Officer Emeritus, Wake Forest Baptist Medical Center; Professor and Gordon Hanes Chair of Urology, Wake Forest University School of Medicine; Executive-in-Residence for the Wake Forest Center for Healthcare Innovation  
*Expertise:* Executive in Residence - Strategic Planning

Josh Brown, PhD  
Associate Professor, Weight Management Center; Director, Telehealth and Patient Engagement  
*Expertise:* Telehealth, Remote Monitoring

Kathryn E. Callahan, MD, MS  
Associate Professor of Internal Medicine, Section on Gerontology and Geriatric Medicine  
*Project:* CAI

Kathryn E. Weaver, PhD  
Associate Professor, Social Sciences and Health Policy  
*Project:* HN-STAR

Kenneth W. Russell  
Director, Medical Devices, Wake Forest Innovations  
*Expertise:* Dissemination and Commercialization

Kimberly Stanbery, MSN, RN, NEA-BC  
Chief Officer, Nursing Administration  
*Project:* Patient Mobility

Kristie L. Foley, PhD  
Professor and Chair, Department of Implementation Science; Associate Director for Population Sciences  
*Expertise:* Implementation Science

Kristin Macfarlane Lenoir, MPH  
Biostatistician III, Department of Biostatistical Sciences, Division of Public Health Sciences  
*Project:* CAI

Kristina Lewis, MD, MPH  
Assistant Professor, Epidemiology and Prevention  
*Project:* Sugar Sweetened Beverages

LaShanda Y. Brown, RN, PhD  
Research Nurse Manager, Center for Healthcare Innovation  
*Project:* CAI, IGLOO

Metin Gurcan, PhD  
Professor, Center for Biomedical Informatics, General Internal Medicine  
*Expertise:* Imaging Informatics, BMI

Paul Pauca, PhD  
Professor, Computer Science; Faculty Director Lelia and David Farr Faculty Chair, Wake Forest University  
*Expertise:* Entrepreneurship, Computer Science

Sean Hernandez, MD  
Instructor, Department of Internal Medicine  
*Expertise:* Social Determinants of Health, Career Dev

Susan Reeves, MPT  
Clinical Director of Physical and Occupational Therapy, Physical and Occupational Therapy/Rehabilitation Services  
*Project:* CAI, Patient Mobility

Tim Ketchum  
Director, Corporate Revenue Analytics and ARM  
*Expertise:* Project Intake and Valuation

Timothy Charles Orr  
Research Engineer, Center for Healthcare Innovation  
*Project:* Next Gen Blood Pressure Device

Todd Ponzio  
Associate Vice President, WF Innovations Operations  
*Expertise:* Project Intake and Valuation

Yates Lennon  
Chief Transformation Officer, Cornerstone Administration  
*Project:* mPATH

Yuri Cabeza, MD  
Department of Internal Medicine, Section on General Internal Medicine  
*Project:* IGLOO

Adam Moses  
Senior Applications Analyst, Internal, Medicine Administration

Amy Crews  
Business Administrator, Gerontology, CHI

Andrew South, MD  
Assistant Professor, Department of Pediatrics

Andy Crowder  
Senior Vice President and Chief Information and Analytics Officer

Andy McWilliams  
Medical Director of CORE

Cassandra Klebig  
Conner McCraw  
Exercise Physiologist, Weight Management Center

Elena Wright, BS, MS  
*Project:* mPATH™ and DComm
<table>
<thead>
<tr>
<th>Faculty/Staff Innovators (Continued)</th>
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</table>
| **Eric S. Kirkendall, MD, MBI**  
Deputy Director, Center for Healthcare Innovation;  
Director of Digital Health Innovation; Associate Professor, Pediatric Hospital Medicine |
| **Ezequiel Zamora, MD**  
Assistant Professor, Gerontology |
| **Jantira Thomas, MD**  
Assistant Professor, Gerontology |
| **Jeff D. Williamson, MD, MHS**  
Director, Center for Healthcare Innovation; Professor of Internal Medicine and Epidemiology; Chief, Section on Gerontology and Geriatric Medicine |
| **Jen McCraw**  
Director of Strategy & Operations |
| **Jessica Palakshappa, MD**  
Jesse James, MD |
| **Joseph Rigdon, PhD**  
Justin Moore, PhD  
Associate Professor, Implementation Science |
| **Leigh Mcilwain**  
Lindsay Denault |
| **Marc Kowalkowski, PhD**  
Associate Professor, Lead Scientist in CORE, Clinically Integrated Research |
| **Marcia McCall, PhD, MBA**  
Assistant Professor, Psychiatry |
| **Mat Weiss**  
Tech Development Lead |
| **Megan Ringle, MD, MPH**  
Metin Gurcan, PhD  
Professor, Professor, Center for Biomedical Informatics, General Internal Medicine |
| **Nancy Woolard**  
Senior Clinical Research Manager, Department of Internal Medicine, Section on Gerontology and Geriatric Medicine; Finance Manager, Center for Healthcare Innovation |
| **Nicholas M. Pajewski, PhD**  
Director of Statistical Analytics, Center for Healthcare Innovation; Associate Professor of Biostatistical Sciences; Division of Public Health Sciences |
| **Nina Mastandrea**  
Web & Social Media Manager |
| **Omer Awan**  
Hospital Chief Information & Digital Officer for Atrium Health Navicent |
| **Paul Yelton, MSCS**  
Program Director, Technology, Center for Healthcare Innovations |
| **Rae Bush**  
Director, Integrated Marketing |
| **Renee Woodard**  
Associate Project Manager, Center for Healthcare Innovations |
| **Robert Hurley, MD, PhD**  
Professor, Anesthesia |
| **Sarah Hutchens**  
Associate Administrative Coord, Int Med-Gerontology |
| **Scott Lang**  
Program Manager  
Center for Healthcare Innovations |
| **Shawn Brim**  
Research Admin Coordinator II (Starts 11/12/19) |
| **Stephen Miller Downs, MD**  
Professor |
| **Stephen Kritchevsky**  
Professor, Gerontology |
| **Todd Dunn**  
VP of Innovations, Atrium Health |
| **Todd Ponzio**  
Associate Vice President, WF Innovations Operations |
| **Yashashwi Pokharel, MD**  
Zeev Neuwirth, MD |
Contact Us

Ready to get started? Connect with Scott or Renee to launch your project, today.

Scott Lang
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