

Wendelyn Bradley RN, BSN, MA, MS Medical Informatics

Del Mar, CA
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SUMMARY

Transformational leader in the development of digital health tools and technology, consistently delivering award-winning innovative clinical systems for use in healthcare, research, and/or predictive analytics. Strong leadership in building cross-functional teams to support products aligned to business goals with value driven solutions. Nationally recognized expert in workflow and system process redesign as applied to clinical information systems and mobile applications development and use. Dedicated and accountable team leader that builds team consensus vital to providing simple solutions that make a difference when utilized.

SKILLS

Systems Engineering; Medical & Clinical Informatics
Program/Product Management
Clinical Software Product Development
Clinical Workflow & Gap Analysis-BPMN
Clinical Coach Virtual Care Technology
Quality Process Improvement

Strategic Planning / Business Development
Cloud Based API Clinical Product Development
Agile Product Design and Scrum Master
Technology Architecture with Data Privacy/Security
Standards and Terminology-FHIR R4; Modeling; AI
Reimbursement and Payment Workflow Capacity Analysis

EXPERIENCE

Senior Clinical Project and Product Support Mgr-Dev Ops

Iron Bow Technologies– Herndon, VA

September 2021 to Present

- Senior lead for PGHD FHIR semantic nomenclature across digital suite of apps.
- Clinical oversight for cross-functional development participating in agile cycles of clinical systems requirements for multiple mobile applications across the connected care portfolio for the VHA National Office of Connected Care.
- Responsible for strategic development, BPMN workflow analysis, solution opportunities, Human Centered Design (HCD) concepts all focused on creating best practice virtual healthcare tools, applications and technologies.
- Key clinical contact working with OCC National Clinical Informatics MD team providing input on data capture, display and use of Patient Generated Health Data, (PGHD) in clinical care with focus on AI and monitoring of chronic disease conditions and providing inferences

Clinical Coach San Diego Center of Excellence

Iron Bow Technologies– Herndon, VA

August 2020 to September 2021

- Member of VHA National Office of Connected Care providing leadership, direction and implementation of the exemplar Virtual Health Center of Excellence and Innovation Center.
- Responsible for providing clinical leadership for the dissemination and education of virtual health tools, applications, technologies with implementation strategies supporting expansion and sustainment.
- Creation and execution of Virtual Care Roadmap for translation and consultative services for all VHA facilities as they open facility specific Virtual Health Resource Centers.
- Mobile healthcare application development and release analysis.

Clinical Informatics Deployment Manager

Sierra7 (HMS Technologies) – Reston, WV

August 2019 to August 2020

- Member of VHA Healthcare National Office of Clinical Informatics and Data Analytics and Management responsible for providing national assistance in the development of computable clinical practice guidelines for dissemination across the organization.

- Clinical leadership for the national programs, strategic planning, integration, and implementation of clinical informatics and technology systems into the current healthcare system practice environment with the goal of promoting a consistent level of care across the VA healthcare enterprise while transitioning to the Cerner solution.
- Optimization of best practice tools with focused efforts on promotion, awareness and adoption within the clinical provider community. Work efforts include translation of clinical guidelines into codified agnostic workflows; research and current state analysis with BPMN workflow and gap analysis; collaboration with OEHRM for workflow sharing and standardization collaboration focused on migration to Cerner solution.

Clinical Informatics Leader & Business Development

Cognitive Medical Systems – San Diego, CA

July 2017 to April 2019

Physician Informatics Leader

- Led four of the eight national divisional care teams in the development of Knowledge Practice Artifacts (KNARTs) with translation into codified API's that gather data regardless of system of capture. Goal of this innovative effort was to assure adherence to guidelines while transitioning to Cerner. *2018 FedHealthIT Innovation Award Winner*
- Development team participation in creation of data logic and operation

SaaS Innovative Product Development

- Part of team that developed of web-based service software products to include Social Determinants of Health, Virtual Health Management, Population Health Security and Data Privacy, Virtual Machine Management, Financial Analysis of Cancer Treatment and Obesity/Weight Reduction and Tracking
- Systems engineering to include functional requirements, end-user stories, UI mock-ups, and marketing materials

Quality Based Reimbursement-Population Health

- Participated in the development of the strategy and informatics development of MIPS, MSSP, HEDIS, NCQA, Stars, HCC coding and treatment protocols for national and state quality program reimbursement submission

Operational Readiness Program Director

Scripps Health – San Diego, CA

September 2015 to May 2017

- Core IT Leadership member responsible for the creation of data governance and privacy process for the electronic longitudinal health record across the network with focus on safe and efficient implementation of full system replacement. *"Best Wave 1 Go-Live to date!" – hailed by EPIC Leaders*
- Created the Operational Readiness Program, for all of Scripps financial and clinical end-users. Effort included identification of high-risk high-impact workflows, integration with testing, cutover, contingency execution, go-live decision assessment and overall operational readiness evaluation as well as patient outreach and marketing.
- Executed with a team of 200 managers across the system focused on target areas to include financial viability, medical data integrity, future state patient care workflows and safe patient care practices.
- Created conceptual design and participated in development and use of Operational Readiness BI dashboard to for tracking and presentation to governance and board members.

Clinical Systems Program Director

Scripps Health – San Diego, CA

February 2002 to September 2015

- Provided clinical leadership for value based strategic planning, integration, and implementation of clinical informatics and technology systems across the network of five hospitals and 400 clinics. *Values in Action Award Winner for Best Project (multiples).*
- Program Manager for high-risk, high-impact clinical areas to include perioperative and device monitor capture systems. *TJC Best Optimization Project 2014.*
- Led Meaningful Use, managed care, and value-based programs to include cost-benefit analysis, clinical decision support, quality assurance and continuous quality improvement processes for reporting analytics related to use of clinical applications.
- Led clinical pilots for medical devices to include integrated data security for Alaris monitored pumps, Massimo, Soltera, GE, and Phillips monitoring devices.
- Creation of Nursing Informatics team.

Adjunct Professor

January 2012 to January 2018

Developed curricula/ syllabi and lectured for the UCSD Healthcare Informatics Program.

UCSD – La Jolla, CA

Program Director

January 2004 to August 2008

Launched a successful start-up offering medical services for biotechnology medical monitoring consultation for biotech and pharmaceutical clients launching trials in oncology, dermatology, anesthesia, and chest/critical care medicine.

Bradley Consulting Inc. – San Diego, CA

Sales And Marketing Executive

January 1990 to December 1998

HBOC-McKesson – Santa Monica, CA

- Led West Coast Account Management team responsible for business development and sales of integrated electronic medical records to large health systems in the western US territory.
- Exceeded sales targets every year, and received Top Employee of The Year Award for creation of workflow analysis tools that were adopted company-wide resulting in improved sales and professional services contracts year over year. *Awarded Top Producer / Employee.*
- Contributed to critical business planning initiatives, including: Long-Range Planning, Product Development Plans, 3 Year Brand Planning, Launch Planning, Business Development Initiatives, forecasting & valuations.

Education and Training

Master of Science: Medical Informatics (MS)

Northwestern University – Chicago, IL

- Areas of concentration included medical devices, population health analytics and artificial intelligence in medicine.

Master of Arts: Computer & Video Based Education (MA)

University of California - San Diego – La Jolla, CA

- Areas of focus included advanced training in medical devices and high-risk care areas.

Bachelor of Science: Nursing (BSN)

San Diego State University – San Diego, CA

References-Awards

References	Awards
Valerie Walsh, SVP 760-846-6342 valeriewalsh@gmail.com	FedHealthIT Innovation Award-2018 Value in Action Award-Surgical Services Optimization-2016
Rocky Reston, MD 571-319-3729 rocky_r@msn.com	JCAHO-Best Optimization Project-2014 Value in Action Project- Surgical Services Documentation Redesign-Supply Chain Optimization-2014 Value Leader-Meaningful Use
Steve Steinhubl, MD 570-939-9432 steinhub@scripps.edu	Value in Action-Pharmacy Optimization-2007 Value in Action-Bone Marrow Ordering Optimization-2006 Value in Action-Electronic Health Deployment-2004 Employee of the Year-HBOC McKesson-1994