



Jerry Reeves, MD, Vice President of Medical Affairs - HealthInsight Nevada

Dr. Jerry Reeves is vice president of medical affairs of *HealthInsight* Nevada, where he is responsible for clinical oversight and guidance for the work performed. Dr. Reeves is very involved in the community, working with numerous providers and stakeholders to improve care in Nevada. He chairs the Nevada Partnership for Value-driven Health Care (NPV), *HealthInsight* Nevada's regional health improvement collaborative and AHRQ-designated Chartered Value Exchange. NPV priorities include improving the effectiveness and safety of care that Nevada patients receive through the implementation of interoperable health information technologies, data sharing, and incentive programs that promote better health, better care, and lower cost. Dr. Reeves also chairs Nevada's multi-stakeholder Improving Diabetes and Obesity Outcomes (iDo) Council.

Outside of *HealthInsight*, Dr. Reeves consults nationally on health benefits design, wellness and health management services for health plan sponsors and coalitions. He is principal and medical director of wellPORTAL LLC, a patient centered medical home network and chief health officer for consumer owned and operated (CO-OP) plans in South Carolina and Tennessee.

Dr. Reeves previously served as chief medical officer of Hotel Employees and Restaurant Employees International Union (HEREIU) Welfare Funds, CEO and chairman of WorldDoc Inc., chief medical officer of Humana Inc. and Sierra Health Services Inc., and as chief of clinical medicine at USAF headquarters in Europe. He served two terms on the Board of Health of the State of Nevada and as associate dean, managed care, for University of Nevada School of Medicine. He is board certified in pediatrics, pediatric hematology-oncology, and in medical management. He has authored more than 50 publications, been an editor for three professional journals, and served on the faculty of three medical schools.

CURRICULUM VITAE

Jerry D. Reeves, M.D.

PERSONAL DATA:

Place of Birth: Port Arthur, Texas

Residence: 18 Vintage Ct.
Las Vegas, NV 89113
702-743 1964
Email: jreeves@healthinsight.org

EDUCATIONAL EXPERIENCE:

Port Neches-Groves High School- Valedictorian
Baylor University – Waco, Texas - B.A. Chemistry
Baylor College of Medicine, Houston, Texas - M.D.
David Grant USAF Medical Center, Travis AFB, CA – Pediatrics Residency
University of Colorado School of Medicine – Pediatric Hematology-Oncology Fellowship
Management for Chief of Hospital/Clinic Services, Sheppard Air Force Base, Texas
Primary Course in Aerospace Medicine, Brooks Air Force Base, Texas
Physicians in Management (PIM) I, II, III; Medical Management Board Review courses, etc.
American College of Physician Executives
Executive Development for Clinical Facility Directors, Institute for Executive Development.
Leadership and Management Development Program, Kerr-Hill Associates.
Leadership Umbrella Training Program, Humana Inc

Board Certifications and Licenses:

Diplomat, American Board of Pediatrics, No. 19416 – 1976 - present
Diplomat, American Board of Pediatrics Subspecialty Board on Pediatric Hematology-Oncology, No. 293 - 1976 to present
Texas State Board of Medical Examiners, D 8398 - 1971 – 1989 - inactive
California State Board of Medical Examiners, C35093 – 1974- 1989 - inactive
Nevada State Board of Medical Examiners, 0121 (1988 to present)
Diplomat, American Board of Medical Management – 1978 to present
Arizona Board of Medical Examiners, No. 24931 (1997- 2006) - inactive
Kentucky Board of Medical Examiners, No. 34053 (1998- 2006) - inactive
Tennessee Board of Medical Examiners, No. 51329 (2014 – present)

PROFESSIONAL EXPERIENCE:

Current Positions:

Vice President of Medical Affairs, *HealthInsight*
Principal, Health Innovations LLC
Principal and Medical Director, wellPORTAL LLC
Chairman, iDo Improving Diabetes and Obesity Outcomes Council
Consulting Chief Health Officer, Consumers' Choice Health Insurance Plan (South Carolina)
Consulting Chief Health Officer, Community Health Alliance (Tennessee)

Previous Positions:

Chief, Pediatric Hematology-Oncology Service, David Grant USAF Medical Center
Military Consultant to the Surgeon General in Pediatrics and Hematology
Program Director - Transitional Year Residency Program, David Grant USAF Medical Center

Director, Medical Education, David Grant USAF Medical Center (7 Residency Programs)
Chairman, Department of Pediatrics, USAF Regional Medical Center, Wiesbaden, Germany
Chief, Clinical Medicine Division, Office of the Command Surgeon, Headquarters US Air Forces Europe
Admissions Committee, Uniformed Services University of the Health Sciences

School of Medicine, University of California, Davis; Assistant Clinical Professor Pediatrics
University of California, San Francisco School of Medicine; Assistant Clinical Professor,
Department of Pediatrics
Uniformed Services University of the Health Sciences;
Associate Clinical Professor, Department of Pediatrics
University of Nevada School of Medicine; Clinical Associate Professor of Pediatrics
University of Nevada School of Medicine; Associate Dean for Managed Care

Medical Director, Southwest Medical Associates, Reno, NV
President and Chief Executive Officer, Southwest Medical Associates (\$600+ Million/Year Budget) – Las Vegas, NV
Senior Vice President, Chief Medical Officer, Sierra Health Services, Inc. – Las Vegas, NV
Chairman, Board of Directors - Behavioral Healthcare Options Inc.
Chairman of the Board, Mohave Valley Hospital
Chairman of the Board, Southwest Medical Associates
Board of Trustees, Sierra Healthcare Foundation
Board of Directors - Sierra Military Health Services, Inc.

Member Admissions Committee, University of Nevada School of Medicine
Member Nevada State Board of Health- appointed by Governor Miller then Governor Guinn
Board Vice President, Nevada Public Health Foundation
Chairman, Continuing Medical Education Task Force, American Association of Health Plans
Mentor, Executive Leadership Program, American Association of Health Plans
Member, Advisory Committee, Commonwealth Fund and American Medical Association
Member, National Advisory Board, Partnerships for Quality Education, Pew Charitable Trust and
Robert Wood Johnson Foundation

Senior Vice President and Chief Medical Officer, Humana Inc. (Louisville, KY)

Chairman and CEO, WorldDoc Inc. – Las Vegas, NV

Director, Health Services Coalition of Southern Nevada
President of Las Vegas Operations, Hotel Employees and Restaurant Employees International
Union (HEREIU) Welfare Fund (Culinary Health Fund) – Las Vegas, NV
Chief Medical Officer, HEREIU Welfare Trusts (22 States) – Aurora, IL

Principal, Health Innovations LLC – Las Vegas, NV
Faculty, College for Advanced Management of Health Benefits
Chairman, Improving Diabetes and Obesity Outcomes Council
Chairman, Nevada Diabetes Council
Consulting Medical Director, HealthCare 21 Business Coalition, Knoxville TN
Director, Center for Health Value Innovation
Board Chair, HealthInsight of Nevada
Director, American Institute of Minimally Invasive Surgery
Member, Workplace Innovators Panel- The White House (President Obama) – May 2009
Fellow, The Center for Health Value Innovation
Director, Health Services Foundation – Dublin, CA
Member, Advisory Committee for the Prevention and Treatment of Stroke and Heart Disease-
Commissioned by Governor Sandoval

HONORS:

Ninth Ogden C. Bruton Award for Best Clinical Research, Uniformed Services Pediatric Seminar
Military Consultant in Pediatrics and Hematology to the Surgeon General

Biography, Who's Who in the West, Marquis Who's Who Publications
 Third Andrew Margileth Award for the Best Clinical Study at the 15th Annual Uniformed Services Pediatric Seminar.
 Biography, Men of Achievement, 8th Edition, International Biographical Center, Cambridge, UK
 Community Service Award Air Force Association
 Founding Director, "Parents for Heroes", a service organization providing educational, emotional, recreational, and financial support for families of children with chronic or debilitating illness.
 Air Force Liaison Officer to the Pediatric Oncology Branch, National Cancer Institute
 USAF Outstanding Unit Award, 4 times
 USAF Meritorious Service Medal, 2 times
 USAF Commendation Medal
 USAF Legion of Merit Medal
 Colonel USAF (Retired)
 Who's Who in United States Health Care Executives
 Distinguished Men of Southern Nevada
 Silver State Citizen Award, Office of the Attorney General, Nevada
 Chairman, Scientific Committee, Uniformed Services Section, American Academy of Pediatrics
 Reviewer editor for Pediatrics
 Reviewer editor for American Journal of Clinical Nutrition
 Reviewer editor for Population Health Management

Publications

1. Reeves, J.D., Mayor, H.D.: The effects of hydrogen ions on the morphology and infectivity of rhinovirions. *Archiv fur die gesamte Virusforschung* 41:1, 1973
2. Block, M.H., Reeves, J., Githens, J.S., August, C.S.: Dyserythropoietic features in normal fetal hepatic hematopoiesis: Reply No. 2, *Blood* 50:752, 1977
3. Lehman, R.A.W., Reeves, J.D., Wilson, W.B., and Wesenberg, R.L.: Neurological complications of infantile osteopetrosis. *Ann Neurol* 2:378, 1977.
4. Reeves, J.D.: Bone marrow transplantation in osteopetrosis. *Lancet* 1:933, 1978.
5. Reeves, J.D., Hutter, J.J., Favara, B.E.: Spinal fluid LDH activity in children with acute leukemia. *Am J. Dis Child* 132:634-5, 1978.
6. Horne, M.K. III, Walters, C., Reeves, J.D.: Haemoglobin H disease in 2 Filipino families. *J. Med. Genetics*, 15:294-5, 1978
7. Wong, M.L., Balkany, T.J., Reeves, J., Jafek, B.W.: Head and neck manifestations of malignant osteopetrosis. *Otolaryngology* 86:585-94, 1978.
8. Reeves, J.D., Huffer, W.E., August, C.S., Hathaway, W.E., Koerper, M., Walters, C.E.: The hematopoietic effects of prednisone therapy in infants with osteopetrosis. *J Pediatr* 94:210-214, 1979.
9. Reeves, J.D., Hinzman, G.: A benign cause of abnormal bone scan in Hodgkin's disease: case report. *Military Medicine* 144:825-6, 1979.
10. Reeves, J.D., August, C.S., Humbert, J.R., Weston, W.L.: Host defense in infantile osteopetrosis. *Pediatrics* 64:202-206, 1979.
11. Walker, D., Reeves, J., and Fox, R.: "Osteopetrosis" in Spontaneous Animal Models of Human Disease. Vol II, pp 228-233. Andrews, E.J., Ward, B.C., Altman, N.H. eds. Academic Press, New York, 1979.
12. White, L.E., Reeves, J.D.: Polyarthrits and positive LE preparation in sickle hemoglobinopathies: A report of two cases. *J. Pediatr* 95:1003-1004, 1979.
13. Reynolds, R.D., Reeves, J.D., Frank, J.G., Bower, J.H.: Chronic obstructive pulmonary disease and polycythemia, *JAMA* 242:2180, 1979.
14. Driggers, D.A., Reeves, J.D., Lo, E.Y.T., Dallman, P.R.: Iron deficiency in one year old infants - comparison of results of a therapeutic trial in infants with anemia or low-normal hemoglobin values. *J. Pediatr* 98 (5) 753-8, 1981.
15. Reeves, J.D., Driggers, D.A., Lo, E.Y.T., Dallman, P.R.: Screening for iron deficiency anemia in one year old infants-hemoglobin alone or hemoglobin and mean corpuscular volume as predictors of response to iron treatment. *J. Pediatr* 98 (6): 894-903, 1981.
16. Knox, S.J., Wilson, F.D., Greenburg, B.R., Shifrine, M., Rosenblatt, L.S., Reeves, J.D., Misra, H.: Increased radiosensitivity of a subpopulation of T-lymphocyte progenitors from patients with Fanconi's anemia. *Blood* 57 (6): 1043-48, 1981.
17. Reeves, J., Arnaud, S., Gordon, S., Subryan, B., Block, M., Huffer, W., Arnaud, C., Mundy, G., Haussler, M.: The pathogenesis of infantile malignant osteopetrosis-bone mineral metabolism and complications in five infants. *Metabolic Bone Disease and Related Research* 3:135-142, 1981.

18. Reeves, J.D., Driggers, D.A., Lo, E.Y.T., Dallman, P.R.: Screening for anemia in infants - evidence in favor of using identical hemoglobin criteria for blacks and Caucasians. *Am J. Clinical Nutrition*, October 1981.
19. Dallman, P.R., Reeves, J.D., Driggers, D.A., Lo, E.Y.T.: Diagnosis of iron deficiency - the limitations of laboratory tests in predicting response to iron treatment in one year old infants, *J. Pediatr* 98 (3); 376-381, 1981.
20. Reynolds, R.D., Anson, N., Narayanaswamy, T.R., Howells, L.K., Hafermann, D.R., Reeves, J.D.: Chemotherapy of metastatic carcinoma of the breast. *Military Medicine* 146:767:770, 1981.
21. Reeves, J.D., Driggers, D.A., Kiley, V.A.: Household insecticide associated aplastic anemia and acute leukemia in children. *Lancet* 2:300-301, 1981.
22. Reeves, J.D.; "Prediction of therapeutic response to iron" in Oski, F.A., Pearson, H.A. Eds. Iron Nutrition Revisited - Infancy, Childhood, Adolescence, The Eighty-second Ross Conference on Pediatric Research, Ross Laboratories, Columbus, Ohio, 1981, pp. 114-125.
23. Driggers, D.A., Reeves, J.D.: Screening one year old infants for iron deficiency. *J. Family Practice* 15:789-798, 1982.
24. Reeves, J.D., Kiley, V.A., Cooper, O.J., Peterson, L.R., Trent, D.R., Conway, D.: Meeting the Special Needs of Children with Cancer. *USAF Medical Service Digest* 33:12-16, 1982.
25. Chong, V., Reeves, J.D., Reynolds, R.D., Sonoda, T., Kiley, V.A, Takamoto, R., O'dell, S., San Diego, A.: Editorial: Cancer Research: David Grant USAF Medical Center. *Military Medicine* 147:154-5, 1982.
26. Reeves, J.D.; Household insecticide-associated blood dyscrasias in children. *Am J. Pediatr Hematology Oncology* 4:438-9, 1982.
27. Abshire, T., Reeves, J.; Anemia of acute inflammation in children, *J. Pediatr* 103:863-71, 1983.
28. Dallman, P.R., Reeves, J.D.: "Laboratory diagnosis of iron deficiency", Iron Nutrition in Infancy and Childhood, eds. A. Stekel, Nestle, Vevey/Raven Press, New York, 1984, 1984, pp. 11-44.
29. Reeves, J.D., Vichinsky, E., Addiego, J. Jr., B.H.: Iron deficiency in health and disease. *Advances in Pediatrics*, Vol. 30, Year Book Medical Publishers, Chicago, Il. 1983, pp. 281-320
30. Reeves, J.: "Iron" Frontiers in Clinical Nutrition, Norman Kretchmer (ed) Aspen Systems Corp., Rockville, MD. 1986, pp. 223-247.
31. Knox, S.J., Shifrine, M., Rosenblatt, L.S., Reeves, J.D., Woerner, S.: Relation of age to lymphocyte radiosensitivity in vitro. 1982 Annual Report of the Laboratory for Energy Related Health Research, Dept. of Energy Research and Development Report UC-48 pp. 87:89, 1983. National Technical Information Service, Springfield, VA.
32. Reeves, J.D.: Iron deficiency anemia: cost effective screening and management. *Contemporary Pediatrics* 1:10, 1984.
33. Reeves, J.D., Yip, R., Kiley, V.A., and Dallman, P.R.: Iron deficiency in infants: the influence of mild antecedent infection *J. Pediatric*. 105:874, 1984.
34. Reeves, J.D., and Yip, R.: Lack of adverse side effects of oral ferrous sulfate therapy in 1 year old infants. *Pediatr.*, 75: 352-5, 1985.
35. Reeves, J.D.: Management of mild iron deficiency, *J. Pediatr.*, 107:315, 1985.
36. Yip, R., Reeves, J.D., Lonnerdal, B., Keen, C.L., and Dallman, P.R.: Does iron supplementation compromise zinc nutrition in healthy infants? *Am J. Clin Nutr* 42:683-7, 1985.
37. Reeves, J.D.: Iron supplementation in infancy. *Pediatrics in Review* 8: 177-184, 1986.
39. Tilney, C.K., Whiting, S.B., Horrar, J.L., Perkins, B.D., Vance, R.P., Reeves, J.D.: Improved Clinical and Financial Outcomes Associated with a Comprehensive Congestive Heart Failure Program. *Disease Management* 1: 175-183, 1998.
40. Reeves, J.D.: Online Health Decision Support Tools for Patients. *Health Information Technology Advisory Report* 2: 21-23, 2001.
41. Reeves, J.D.: eVisits Benefit Patients, Physicians and Payers. *Managed Care Online Seminar*, November 2002.
42. Reeves, J.D.: Embracing "Patient Empowerment" Can Nurture Loyal Rheumatology Patients. *Physician Practice Options*, March 2003.
43. Dean BB, Crawley JA, Reeves JD, Aguilar D, Sullivan S, Berglund R, Dubois R. The Cost of Gastroesophageal Reflux Disease: It's What You Don't See That Counts. *Journal of Managed Care Medicine* 2003; 7(2): 6-13.
44. Reeves, J.D.: "Integrated Online and Telephonic Health Management Programs Improve Care and Save Money". *Managed Care Online Seminar*, November 2003.
45. Reeves, J.D.: "Health Information Technology Trends". *Managed Care Online (MCOL) Seminar*, November 2004. <http://www.healthwebsummit.com/manhcc.htm>
46. Reeves, Jerry: "Apply Medical Data Tools to Manage Cost and Improve Care". *Benefits & Compensation Digest* 2005; 42 (5): pp 1, 14-17. May 2005
47. Reeves, Jerry: "Clinical Performance Measurements and Incentives Enable Value Based Purchasing." *Value-Based Purchasing Newsletter*, January 2006. Volume 1, Number 1, page 2
48. Reeves, J.D.: "Apply Information and Incentives to Achieve Better Healthcare Results".

- Managed Care Online Seminar, November 2005.
<http://healthwebsummit.com/costagenda.htm>
49. Reeves, J.D.: “Empowering Consumers to Make Better Healthcare Decisions”. Managed Care Online Health Web Summit, November 2006.
<http://healthwebsummit.com/costagenda.htm>
50. Reeves, Jerry: “Creating a Healthier Population Through Health Management”. Proceedings of the 53rd Annual Employee Benefits Conference, International Foundation of Employee Benefit Plans, November 2007
51. Reeves, Jerry: “Data Driven Health Care”. June 2009
http://www.thehealthcareblog.com/the_health_care_blog/2009/06/datadriven-health-care-an-interview-with-jerry-reeves-md.html#comments
52. Reeves, Jerry, Kapp, B: “Medical Homes on Steroids-Aligning Doctor and Patient Incentives Drives Superior Outcomes”. Medical Home News- November 2011.
53. Reeves, Jerry, Kapp, B., et al: “Medical Home Benefit Design Lowers Total Medical Cost Trends and Achieves High Patient Satisfaction and Health Improvement Scores”. Journal Health & Productivity Management. Nov 2012. Vol 6.No 2
54. Reeves, Jerry, Kapp, B: “Improved Cost, Health, and Satisfaction with a Health Home Benefit Plan for Self-Insured Employers and Small Physician Practices.” J Ambulatory Care Manage 2013. Vol 36 No2, pp 108-120
55. Reeves, Jerry: “The IHI Triple Aim and Sustained Engagement” HealthInsight Blog 29 January, 2014.
<http://healthinsight.org/about-us/healthinsight-blog/entry/1-healthinsight-blog/22-the-ihl-triple-aim-and-sustained-engagement?tmpl=component&print=1>
56. Reeves, Jerry: “Behavioral Economics and Care Teams – A Winning Combination” HealthInsight Blog, 28 May, 2014. <http://healthinsight.org/about-us/healthinsight-blog/entry/1-healthinsight-blog/41-behavioral-economics-and-care-teams-%E2%80%93-a-winning-combination>
57. Reeves, Jerry: “The Four C’s of Rebuilding Trust in Health Care” HealthInsight Blog 29 October, 2014.
<http://healthinsight.org/about-us/healthinsight-blog/entry/1-healthinsight-blog/63-the-four-c-%E2%80%99s-of-rebuilding-trust-in-health-care?tmpl=component&print=1>