

# BRIAN KEITH IRIYE, M.D.

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## MATERNAL-FETAL MEDICINE SUBSPECIALIST

Distinguished 20+-year career directing daily operations of busy maternal-fetal medicine practice, leading multidisciplinary health teams in providing value-based care, and compassionately serving the needs of women facing high-risk pregnancies. National leader in practice management, quality measures, and value-based care, with excellent qualifications including reduction in cesarean delivery and prevention of preterm labor. Renowned and highly respected field expert, author, and multi-recipient of “Top Doctor” in America designation by top industry leaders and publications. Strong business and financial skills complementing warm, courteous demeanor and outstanding bedside manner. Driven to provide focus, vision, and results.

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### AREAS OF EXPERTISE

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- Medical Practice Management & Team Leadership
  - High-Risk Assessment, Diagnosis, & Treatment Planning
  - Prevention of Preterm Labor & Birth
  - Reduction of Cesarean Deliveries
  - Prenatal Testing & Advanced Ultrasound Diagnostics
  - Implementation Science in Obstetric Care
  - Quality Measures in Pregnancy
  - Value-Based Care & Patient Safety
  - Implementation Strategies in Medical Care
  - Decreasing Liability in High-Risk Scenarios
  - Business Development & Revenue Growth
  - Collaborative Business Partnerships
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### EDUCATION & CREDENTIALS

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**Maternal-Fetal Medicine Fellowship** | University of California-Irvine  
**Residency in Gynecology and Obstetrics** | The Johns Hopkins Hospital, Baltimore, MD  
**Internship** | Cedars-Sinai Medical Center, Los Angeles, CA  
**Medical Doctor Degree** | University of California-San Diego  
**Bachelor of Science Degree** | University of California-Los Angeles (Phi Beta Kappa)  
**Medical Licensure:** Nevada #7471 | Montana #11893

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### PROFESSIONAL EXPERIENCE

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HIGH-RISK PREGNANCY CENTER, Las Vegas, NV and Reno, NV 7/1997 to Present

#### **OB-GYN - MATERNAL-FETAL MEDICINE / FOUNDER AND MANAGING PARTNER**

Provide patients with medical care and high-risk obstetrical services in the largest high-risk pregnancy practice in Nevada. Align and lead single specialty health team of over 80 highly skilled professionals—including physicians, advanced practitioners, nurses, technicians, and administrative personnel—in servicing patients from initial pregnancy confirmation through successful delivery. Perform assessments and diagnose a wide range of high-risk pregnancy situations. Develop and manage treatment plans. Administer advanced ultrasound, Doppler analyses, and fetal echocardiography. Closely monitors patient progress, provide medical education and emotional support, and works tirelessly to ensure the healthiest outcomes for mothers and their babies. Simultaneously, manage all administrative activities in the daily running of the practice, including oversight of daily protocols and operations, long-term strategic planning, staffing and team development, contracting, insurance authorizations, billing, business development, and patient and client relations.

- Demonstrated strong vision and leadership in founding the practice and managing its solid upward growth to its status as the largest maternal-fetal medicine practice in Nevada and one of the largest in the Western region of the United States. Led practice in repeatedly exceeding ambitious performance goals, including consistent business and revenue growth for more than 20 years.

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- Maintained outstanding patient success rates in preconception, prenatal, and postpartum care for high-risk conditions in pregnancy. Drove steady reduction in cesarean deliveries and preterm labor through effective treatment planning, laborist training, patient education, and monitoring.
- Instituted measures and safeguards to protect practice from liability in high-risk scenarios.
- Known for ability to remain focused and unflappable—and bring calm to chaos—in life-threatening and emotionally-charged situations and environments.
- Established and continues to maintain strong, collaborative partnerships with referring physicians and delivering hospitals.
- Renowned and respected for providing compassionate service to patients, demonstrating a genuine concern, and commitment to elevating the health and well-being of patients. Consistently conveying tremendous warmth, involvement, and empathy in communicating with patients and their family members.
- Devised and instituted enhanced protocols in patient care and led education and oversight for the most advanced patient therapeutics and ultrasound diagnostics.
- Named an *America's Top Doctor* by Castle Connelly from 2016-2020
- Named Top Doctor by *Vegas Seven Magazine* (2013-2018), *Castle and Connolly* (2011-2020), *Las Vegas Life Magazine* (2013, 2012, and 2007).
- Medical office has served on numerous occasions as an education site for maternal-fetal medicine providers across the United States for practice management and protocols.

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### PROFESSIONAL ACTIVITIES

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Executive Board, Society for Maternal-Fetal Medicine, 2014-2021

President, Society for Maternal-Fetal Medicine Feb 2019- Feb 2020

Immediate Past President, Society for Maternal-Fetal Medicine, Feb 2020- Feb 2021

President-Elect, Society for Maternal-Fetal Medicine, Feb 2018- Feb 2019

Secretary-Treasurer, Society for Maternal-Fetal Medicine, 2016-2018

Board of Directors, Society for Maternal-Fetal Medicine, 2011-2014

Medical Director, Nevada Birth Safety Collaborative- Sept 2018- present

Chairman, Pregnancy Foundation of Nevada, 2012- present

Board of Directors, The Pregnancy Foundation, July 2010- present

Chairman of the Association for Maternal-Fetal Medicine Management, Nov 2009- Feb 2016

Perinatal Quality Foundation Board of Directors, 2016-2019

Co-Director, Implementation Science and the Optimization of Obstetric Care Workshop – A collaborative effort of the SMFM, ACOG, NICHQ, and Academy Health- February 4-5, 2020

Director, Quality Measures in High Risk Pregnancy Workshop- A Collaborative Effort of the SMFM, NICHD, HRSA, and ACOG. SMFM Annual Meeting. Atlanta, Georgia. February 2-3, 2016

Director, Advanced Practitioners in Maternal Fetal Medicine Workshop. Houston, Texas. April 30-May 1, 2015

Reviewer for the *American Journal of Obstetrics and Gynecology*, 2003-present.

Nevada Maternal Mortality Review Committee -2020-present

Nevada Chair of the Executive Board of Prematurity Campaign for the March of Dimes, 2009-2012.

2013 Steven Gabbe Award for Outstanding Contributions to the Foundation for SMFM  
American Association of Nurse Practitioners Advocate State Award for Excellence 2016  
Assistant Secretary-Treasurer, Society for Maternal-Fetal Medicine, 2014-2016

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**PUBLICATIONS**

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**Journal Articles:**

Quality Measures in High-Risk Pregnancies: Executive Summary of a Cooperative Workshop of the Society for Maternal-Fetal Medicine, National Institute of Child Health and Human Development, and the American College of Obstetricians and Gynecologists. **Iriye BK**, Gregory KD, Saade GR, Grobman WA, Brown HL. *Am J Obstet Gynecol.* 2017 Oct, 217 (4): B2-B25.

Implementation of a laborist program and evaluation of the effect upon cesarean delivery. **Iriye BK**, Huang WH, Condon J, Hancock L, Hancock JK, Ghamsary M, Garite TJ. *Am J Obstet Gynecol.* 2013 Sep;209(3):251.e1-6.

**\*\* Named "one of the best" patient safety articles (top 5) for 2013: What is new in patient safety?:** best articles from the past year. Pridjian G. *Obstet Gynecol.* 2014 Jun;123(6):1352-3.

Impact of obstetrician/gynecologist hospitalists on quality of obstetric care (cesarean delivery rates, trial of labor after cesarean/vaginal birth after cesarean rates, and neonatal adverse events). **Iriye BK**. *Obstet Gynecol Clin North Am.* 2015 Sep;42(3):477-85

Prior authorization and its impact on access to obstetric ultrasound. Jain VD, Bsat FA, Ruma MS, Sciscione AS, Iriye BK. <https://doi.org/10.1016/j.ajog.2020.01.019>

Maternal-fetal medicine physician and fellow perceptions of business in medicine. Porter B, **Iriye B**, Ghamsary M. *Amer J Perinatol* 2018; 35(01):90-94.

Antenatal interventions based upon fetal surveillance of the daily opioid-exposed fetus: a descriptive analysis. Brar B, Jackson D, Nat M, Patil P, Iriye B, Planinic P. *J Matern Fetal Neonatal Med.* 2020 Mar;33(6):909-912.

Web-based comparison of historical vs contemporary methods of fetal heart rate interpretation. Epstein AJ, **Iriye BK**, Hancock L, et al. Web-based comparison of historical vs contemporary methods of fetal heart rate interpretation. *Am J Obstet Gynecol* 2016 Apr; 215 (4): 488e1-488e5.

Society for Maternal-Fetal Medicine (SMFM) special report: the maternal-fetal medicine subspecialists' role within a health care system. Society for Maternal-Fetal Medicine (SMFM), Sciscione A, Berghella V, Blackwell S, Boggess K, Helfgott A, **Iriye B**, Keller J, Menard MK, O'Keeffe D, Riley L, Stone J. *Am J Obstet Gynecol.* 2014 Dec;211(6):607-16

Removal versus retention of cerclage in preterm premature rupture of membranes: a randomized controlled trial. Galyean A, Garite TJ, Maurel K, Abril D, Adair CD, Browne P, Combs CA, How H, **Iriye BK**, Kominiarek M, Lu G, Luthy D, Miller H, Nageotte M, Ozcan T, Porto M, Ramirez M, Sawai S, Sorokin Y; Obstetrix Perinatal Collaborative Research Network. *Am J Obstet Gynecol.* 2014 Oct;211(4):399.e1-7

Intrapericardial rhabdomyoma detected prenatally. Madan N, Ciccolo M, **Iriye BK**. *J Ultrasound Med.* 2013 Aug;32(8):1524-6.

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Putting the “M” back in maternal-fetal medicine. D'Alton ME, Bonanno CA, Berkowitz RL, Brown HL, Copel JA, Cunningham FG, Garite TJ, Gilstrap LC 3rd, Grobman WA, Hankins GD, Hauth JC, **Iriye BK**, Macones GA, Martin JN Jr, Martin SR, Menard MK, O'Keefe DF, Pacheco LD, Riley LE, Saade GR, Spong CY. *Am J Obstet Gynecol.* 2013 Jun;208(6):442-8.

Clinical implication of intra-amniotic sludge on ultrasound in patients with cervical cerclage. Gorski LA, Huang WH, **Iriye BK**, Hancock J. *Ultrasound Obstet Gynecol.* 2010 Oct;36(4):482-5.

Positive maternal anti-SSA/SSB antibody-related fetal right ventricular endocardial fibroelastosis without atrioventricular block, reversal of endocardial fibroelastosis. Pises N, Acherman RJ, **Iriye BK**, Rollins RC, Castillo W, Herceg E, Evans WN. *Prenat Diagn.* 2009 Feb;29(2):177-8.

Prenatal detection of congenital heart disease in southern Nevada: the need for universal fetal cardiac evaluation. Acherman RJ, Evans WN, Luna CF, Rollins R, Kip KT, Collazos JC, Restrepo H, Adashek J, **Iriye BK**, Roberts D, Sacks AJ. *J Ultrasound Med.* 2007 Dec;26(12):1715-9; quiz 1720-1.

Prolonged bedrest during pregnancy: does the risk of deep vein thrombosis warrant the use of routine heparin prophylaxis? Carr MH, Towers CV, Eastenson AR, Pircon RA, **Iriye BK**, Adashek JA. *J Matern Fetal Med.* 1997 Sep-Oct;6(5):264-7.

Combined effects of antenatal corticosteroids and surfactant supplementation on the outcome of very low birth weight infants. Modanlou HD, Beharry K, Padilla G, **Iriye B**. *J Perinatol.* 1996 Nov-Dec;16(6):422-8; quiz 429-30.

Intraventricular haemorrhage and maternal brain death associated with antepartum cocaine abuse. **Iriye BK**, Asrat T, Adashek JA, Carr MH. *Br J Obstet Gynaecol.* 1995 Jan;102(1):68-9.

Plasma thrombomodulin levels in women with systemic lupus erythematosus. Hsu CD, Chan DW, **Iriye B**, Johnson TR, Hong SF, Petri M. *Am J Perinatol.* 1995 Jan;12(1):27-9.

Uterine rupture associated with recent antepartum cocaine abuse. **Iriye BK**, Bristow RE, Hsu CD, Bruni R, Johnson TR. *Obstet Gynecol.* 1994 May;83(5 Pt 2):840-1.

Elevated serum human chorionic gonadotropin as evidence of secretory response in severe preeclampsia. Hsu CD, Chan DW, **Iriye B**, Johnson TR, Hong SF, Repke JT. *Am J Obstet Gynecol.* 1994 Apr;170(4):1135-8.

Elevated circulating thrombomodulin in severe preeclampsia. Hsu CD, **Iriye B**, Johnson TR, Witter FR, Hong SF, Chan DW. *Am J Obstet Gynecol.* 1993 Jul;169(1):148-9. Erratum in: *Am J Obstet Gynecol* 1994 Oct;171(4):1165.

#### **Book Editor**

*A Contemporary Guide to Practice Management: For Physicians, Managers, and Administrators.* Editors: Iriye BK, Sciscione A, O'Keefe D.

#### **Press Article Contributions:**

“Big Push: Hospitals Turned to Laborists for Safer Deliveries,” in *Kaiser Health News*; July 29, 2015

“In Delivery Rooms, Reducing Births of Convenience,” in *The New York Times*; May 7, 2014

“Eight-dollar pregnancy injection to be sold for \$1,500 a shot,” in *Dallas Morning News*; July 26, 2013

“Programming a Fetus for a Healthier Life,” in The Wall Street Journal; July 5, 2011.

**Book Chapters:**

**Iriye, BK.** Performance of OB/Gyn Hospitalist Programs. Ob/Gyn Hospitalist Medicine: Principles and Practice. Editors: Butler J, Amin A, Fitzmaurice L, and Kim C. In Press

**Iriye, BK** Freeman, R.K.: Induction of Labor. In: Protocols of High Risk Pregnancies. Editors: Queenan and Hobbins. 1994

**Lectures:**

“From Problems to Papers to Patients, the Case for Implementation Science in Obstetric Care” University of Texas- Houston. Visiting Professor on Resident Research Presentation Day. June 21, 2019.

“Reforming Obstetric Care: the Need for Change through Quality and Value”. Cristiana Medical Center. Newark, Delaware. September 27, 2017. Visiting Professor for Grand Rounds

“Reforming the Obstetric Care Model- the Need for Change for 4 Million Pregnancies per Year by Providing Quality and Value Care”. Twenty-Seventh Annual Philip J. DiSaia OBGYN Symposium and Thirty Fourth Annual Residents Paper Day. April 29, 2016. Functioned as the Moderator and Visiting Professor for the symposium.

“Patient Satisfaction”. Annual Meeting SMFM. Atlanta, Georgia. February 5, 2016.

“Results of the AMFMM RVU Study”. 7<sup>th</sup> Annual Business Meeting AMFMM. Baltimore, MD; October 8, 2015.

“No Risk, No Reward: Bundled and Pay-4-Performance Contracting for Obstetric and MFM Services”. 7<sup>th</sup> Annual Business Meeting AMFMM. Baltimore, MD; October 9, 2015.

“Takeaways from the Advanced Practioner Workshop in MFM”. 7<sup>th</sup> Annual Business Meeting AMFMM. Baltimore, MD; October 9, 2015.

“Running an Efficient and Profitable Practice in the Era of the ACA.” Course Director and Lecturer. SMFM Annual Meeting, February 4, 2015.

“The Business Side of MFM-Why is it Important.” SMFM Fellows Lecture Series. Internet Broadcast; February 19, 2014.

“How We Got from There to Here.” Oral Presentation for Maternal Fetal Medicine Fellows Forum. New Orleans, LA; February 6, 2014.

“Benchmarking.” Oral Presentation 5<sup>th</sup> Annual Business Course AMFMM. San Antonio, TX; October 4, 2013.

“Preparing for Hospital Maternal Levels of Care.” Oral Presentation 5<sup>th</sup> Annual Business Course. San Antonio, TX; October 4, 2013.

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“Future Ideas for Perinatal Medicine.” Oral Presentation 4<sup>th</sup> Annual Business Conference, AMFMM. Orlando, FL; September 13, 2012.

“The Creation of a Patient Survey for Benchmarking Physician Care-An AMFMM Project Launch.” Oral Presentation 4<sup>th</sup> Annual Business Conference AMFMM. Orlando, FL; September 14, 2012.

“Role and Responsibility of the MFM Physician Practice Leader.” Oral Presentation 3<sup>rd</sup> Annual Business Conference, AMFMM. San Diego, CA; October 6, 2011.

“Contract Negotiations.” Oral Presentation (w/Dan O’Keeffe, MD), 3<sup>rd</sup> Annual Business Conference, AMFMM. San Diego, CA; October 6, 2011.

“Autism—Theory, Causes, Debunked Fears and Possible Prenatal Prevention.” Oral Presentation for March of Dimes Women’s Health Symposium II: Pregnancy and Beyond. Las Vegas, NV; November 13, 2009. “Cervical

Length and Fibronectin: Contemporary Approaches for Preventing Preterm Birth.” Oral Presentation at the 25<sup>th</sup> Annual OB Nursing Conference. Las Vegas, NV; April 2008.

“Junk Science in Obstetrics: Recognizing Health Scares and Research Hyperbole.” Oral Presentation at the 25<sup>th</sup> Annual OB Nursing Conference. Las Vegas, NV; April 2008.

“Who Won’t Deliver Early: Triage of the Preterm Labor Patient.” Oral Presentation for the March of Dimes Women’s Health Symposium: Pregnancy and Beyond. Las Vegas, NV; November 21, 2008.

“Preconception Care-The Only Care that Makes Sense.” Oral Presentation for the March of Dimes Women’s Health Symposium: Pregnancy and Beyond; Las Vegas, NV; November 21, 2008.

“Medical Malpractice: Decreasing Liability in High Risk Scenarios.” Oral Presentation at the March of Dimes Healthy Babies Healthy Families Conference, Las Vegas, NV; November 2007.

“Don’t Gamble with Bad Evidence: How to Identify Junk Science in Obstetrics and Gynecology.” Oral presentation at the 2007 Perinatal Health Seminar. Billings, MT; November 2007. Grand Rounds for the Department of Obstetrics and Gynecology, University of Michigan. Ann Arbor MI; October 2008.

“The Screening Fetal Cardiac Exam: New Standards for Generalists.” Oral Presentation at the 2007 Perinatal Health Seminar. Billings, MT; November 2007.

“Modern Management of Preterm Labor.” Oral presentation at the 2007 Perinatal Health Seminar. Billings, MT; November 2007.