# PERSONA

**Team Name:** Team Combat

**Persona name**: Jacob Williams- Chief Medical Officer

**Photo:**



**Location**: Nebraska, United States

**Personal background:** Dr. Jacob Williams is a CMO as well as an anesthesiologist in La Vista, Nebraska and is affiliated with CHI Hospital. He received his medical degree from University of Texas Medical School and has been in practice from 10 years. He is one of 29 doctors at CHI hospital who specialize in Division of Public Health and Anesthesiology.Through the passion in serving people and providing medical support and assistance in and around the United States, becoming a Doctor has been his passion.

**Educational background**: Doctor of Medical Degree with focus in Global Health Care and Prevention of Diseases(M.D.) ,Board Certified Physician, Masters in Public Health.

**Technology background**: Designs medical practice policies and assists in maintenance of health standards in government hospitals. He is comfortable with computer usage and understand patient health record systems like Electronic Health Record Systems(EHR) . Analyzes EHR Data of patients and computerized physician order entry,works with senior leadership to create a strategic plan,set standards for use of medical terminology.

**Socioeconomic background**:  Upper Class - based on the categorization of people through factors *Income,Occupation and Education ,Family Status and Relationships*

**Profession/job**: Chief Medical Officer and Director of the Division of Public Health

**Affiliations :**
- Clinical Professor, Family Medicine, UNMC at Omaha(2013-present)
- Chief Medical Officer, Kaleida Health, CHI Hospital (2011–2013)
- Interim Chief Medical Officer, Public Dominic Health(2009–2011)
- Chief Medical Officer,Bergan Mercy, Millard Fillmore Suburban Hospital (2007–2009)

**Research Area and contributions :**

**July 2002 –June 2004**
- *Graduate Training in Family Medicine*
- Public Health Service
- Role: Principal Investigator

**July 2004–June 2005**
- *Public Health Service Grant Establishment of Departments of Family Medicine1992-1995 $516,400*
- Public Health Service
- Role: Contributor

**July 2005–June 2007**
- *Graduate Training in Family Medicine*
- Public Health Service
- Role: Principal Investigator

**Skills**:
- Clinical Analytics,
-  EHR Policy Making,
- Executive Leadership and Stewardship,
- Problem Solving,
- Graphical Analysis,
- Medical Ontology,
-  Communication

Values:
- Compassion
- Service
- Altruism
- Trustworthiness
- Excellence in medical and surgical care
- Serving patients as individuals and honoring their humanity
- Team commitment to respect, communication and diversity
- Leadership in advocating for physicians and healthcare workers in our community

Interests:
- Promote public health seminars and research in prevention of diseases.
- Managing their health organization's doctors to provide safe, effective medical services to the public.
- Train new physicians on the facility's policies and keep current medical staff up-to-date on changing health regulations.
-  Offering clinical guidance to physicians, innovating policy changes, ensuring JCAHO (Joint Commission: Accreditation, Health Care, Certification)
- compliance, starting quality improvement efforts, evaluating quality of services, developing a budget, assisting in resident funding, and coordinating community relationships.
-  Attend board meetings to speak with chairmen, health administrators, and department heads about the facility's performance.

## Concerns:
Concerned about the Health and Safety Programs and bringing Health Awareness through campaigns. He is also concerned towards employees and differing Professional Opinions Programs. Apart being a Chief Medical Officer,he also focuses on maintaining the security and help in minimizing medical errors and substance abuse programs.

## Challenges:
Dealing with unprecedented cost pressure,declining reimbursement for employees,physician and healthcare workforce issues and uncertainty surrounding funding for infrastructure,losing focus of day-to-day issues of quality, safety and customer service,decrease the hospital length of stay, when appropriate, for hospitalized patients,Providing efficient care requires close collaboration and communication among doctors, nurses, other caregivers, patients, their families and sites of care outside the hospital.

## Wants & needs:
- Patient information,
- Medical Law enforcement,
- Diagnosis and Treatment report,
- Hospital employee welfare measures,
- Medical and non-medical data,
- Research and innovation of drugs and new medicines,
- Proper records and track of patient's' health,
- Introspection and maintenance of standards

## Aims & goals:
- Efficient work,
- High availability,
- Job satisfaction,
- Employee and Patient care,
- Learning and improving standards,
- Helping the poor and destitute with free medical service,
- Ensure medicare insurance and subsidy on certain medicines,
- Thorough checkup of data and patient EHR's.

**Health Status:**
Good and optimum-in-condition based on *Life Expectancy, Years of life lost, Health habits, Exercise levels and metabolism, Chronic disease prevalence factors*



**Topic knowledge**:
500 Cities  project reports city and census tract-level data, obtained using small area estimation methods, for 27 chronic disease measures for the 500 largest American cities.

These high-quality, small-area epidemiologic data can be used both by individual cities and groups of cities as well as other stakeholders to help develop and implement effective and targeted prevention activities; identify emerging health problems; and establish and monitor key health objectives.  It helps me, as a CMO to assess data in order to  target neighborhoods with high rates of smoking or other health risk behaviors for effective interventions.

 **Preferred information sources**:
- Medical Informatica,
- MedScape,
- EMedicine,
- PubMed,
-  MerckMedicus are the sources used for retrieving informational source for healthcare

Social media use (optional):
Communicating availability,Educating Current and Future Patients,Providing Anonymity, Improving patient interaction,Promoting new research or Relevant information.

Criminal background (optional): Not Applicable.

Political preferences (optional): Republican.

Income (optional): $200,000 per annum.