

Jeffrey Rose, MD

Senior Vice President, Clinical Strategy
Hearst Health

Jeffrey Rose, MD is the senior vice president of clinical strategy for Hearst Health, leading care guidance initiatives that reach across FDB, Zynx Health, MCG, Homecare Homebase, MedHOK, and Hearst Health International.

The mission of Hearst Health is to help guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Each year in the U.S., care guidance from the Hearst Health network reaches 84 percent of discharged patients, 177 million insured individuals, 60 million home health visits, and 3.1 billion dispensed prescriptions. Extensions of the Hearst Health network include Hearst Health Ventures and the Hearst Health Innovation Lab.

Dr. Rose is a nationally recognized informaticist and fellowship-trained physician with extensive experience in the development, implementation and use of health information technology across the industry and in clinical practice. He has extensive experience leading major initiatives ranging from clinical excellence and decision support to payor and provider collaboration in existing and emerging industry markets. He has twice been named one of *Modern Healthcare's* Top 25 Clinical Informaticists.

Throughout his career, Dr. Rose's passion has centered on systems for the improvement of care quality for patients in every setting where care is delivered. Prior to joining Hearst, Dr. Rose held various leadership roles in clinical informatics, including VP of clinical excellence in informatics at Ascension, Chief Medical Officer of Cerner Corporation, Chief Medical Officer of Health Language Inc., and director of clinical information systems for the Rocky Mountain division of Kaiser Permanente. He most recently served as the Chief Medical Information Officer at TriZetto Corporation, where his focus was on revenue cycle management, payor claims software systems and evolving payment models in the post-reform healthcare world.

His humanitarian work in healthcare includes the African Health and Hospital Foundation, which he and his wife Jill founded in 2007 to provide medical aid and supplies for impoverished communities in East Africa.

Dr. Rose completed his medical doctorate and fellowship training at the University of Colorado Health Science Center. He is a board certified interventional radiologist and has 15 years of clinical practice and physician group leadership experience in addition to his informatics work. He is an instructor for the American Association for Physician Leadership (formerly ACPE), an author of multiple pieces, including the book *Medicine and the Information Age*, and is an assistant professor at the medical schools of the University of Colorado and University of Missouri Kansas City.

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ABOUT HEARST HEALTH

The Hearst Health network includes [FDB](#) (First Databank), [Zynx Health](#), [MCG](#), [Homecare Homebase](#), [MedHOK](#), [Hearst Health International](#), [Hearst Health Ventures](#) and the Hearst Health Innovation Lab (www.hearsthealth.com). The mission of Hearst Health is to help guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Each year in the U.S., care guidance from the Hearst Health network reaches 84 percent of discharged patients, 177 million insured individuals, 60 million home health visits, and 3.1 billion dispensed prescriptions.

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