

**BIOGRAPHICAL SKETCH**

Provide the following information for the Senior/key personnel and other significant contributors.  
Follow this format for each person. **DO NOT EXCEED FIVE PAGES.**

NAME: Cebul, Randall D.

eRA COMMONS USER NAME (credential, e.g., agency login): RD\_CEBUL

POSITION TITLE: Professor of Medicine, Epidemiology and Biostatistics

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
Denison University, Granville, OH	B.A.	1972	Chemistry
Yale University, New Haven, CT	M.D.	1976	Medicine
Univ. Of Pennsylvania, Philadelphia, PA PG1-PG3	----	1979	Internal Medicine
Univ. Of Pennsylvania, Wharton School, RWJ Clinical Scholar	----	1980	Decision Sciences

**A. Personal Statement**

As Director of the Center of Health Care Research and Policy, I have a strong commitment to its two-fold mission to use multi-disciplinary methods to improve the care and value of health care delivery and to lead educational programs that promote these goals. Center faculty use northeast Ohio as a learning laboratory to these ends. This approach generates actionable and generalizable knowledge for other large urban areas throughout the nation. My grounding in primary care, quantitative methods, and the design and evaluation of clinical decision support tools help me contribute best to the Center’s population health and research informatics programs. My leadership in northeast Ohio’s health improvement collaborative – Better Health Partnership - provides researchers access to a large and diverse network of providers and other stakeholders who are committed to improving health care and outcomes at affordable costs. Mining the related clinical and socio-demographic data has enabled us to inform policy and achieve these goals.

Selected publications (Co-authors underlined were my students or fellows at the time of the publications)

- a. Clancy CM, Cebul RD, Williams SV. Guiding individual decisions: A randomized, controlled trial of decision analysis. *Am J Med* 1988; 84:283-290.
- b. Cebul RD, Love TE, Jain AK, Hebert CJ. Electronic health records and quality of diabetes care. *N Engl J Med.* 2011; 365:825-33. Recognized as Best Paper, 2011, Am. Medical Informatics Assoc; 2012, International Medical Informatics Association
- c. Cebul RD, Rebitzer JB, Taylor LJ, Votruba ME. Unhealthy insurance markets: search frictions and the cost and quality of health insurance. *American Economic Review* 2011; 101:1-33. Winner of 2012 Kenneth Arrow Award as Best Paper in Health Economics of the International Health Economics Association.
- d. Cebul RD, Love TE, Einstadter D, Petrusis AS, and Corlett JR. MetroHealth Care Plus: Effects of a prepared safety net on quality of care in Medicaid expansion population. *Health Affairs.* 2015; 34: 1121-29. Reported at an invited presentation at the National Press Club on the day of publication.

**B. Positions and Honors**

**Appointments**

- 1980-87 Assistant Professor of Medicine, University of Pennsylvania
- 1978-87 Senior Fellow, Leonard Davis Institute of Health Economics, Univ. of Penn.

- 1987-98 Associate Professor of Medicine, Epidemiology and Biostatistics, Case Western Reserve University (CWRU); Chief, Div. of General Medicine, MetroHealth Medical Center
- 1993- Director, Center for Health Care Research and Policy, CWRU-Metro Health System
- 1998- Professor of Medicine and Epidemiology and Biostatistics, Case Western Reserve University

**Specialty Certification:** Board certified in Internal Medicine (1980)

### **Selected Honors**

- 1972 Phi Beta Kappa, Sigma Xi
- 1976 Upjohn Achievement Award (Yale University School of Medicine)
- 1983-88 Henry J. Kaiser Family Foundation Faculty Scholar in General Medicine
- 1992-95 Elected Chair, Ohio Medical Schools' Task Force on Health Services Research
- 1994-95 President, Society for Medical Decision Making
- 1995-97 Elected Chair, Ohio Medicaid Technical Assistance and Policy Program (MEDTAPP)
- 1998 Chair, RAND Committee on Quality of Care for Adults
- 1999-2000 Governor's Appointee, Ohio Legislature Medicaid Managed Care Study Committee
- 2009 Maurice Saltzman Award, Mt. Sinai Health Care Foundation
- 2009 -2011 Population Health Work Group of National Priorities Partnership, Elected member
- 2011 - Coordinating Council, Ohio Department of Health - Ohio Primary Care Patient Centered Care Committee; Chair, Payment Reform Learning Center; Elected
- 2011 Health Care Hero, American Red Cross, Cleveland Chapter
- 2012 Community Champion Award, North Coast Health Ministry, Cleveland, Ohio
- 2012 IOM Task Force on Core Metrics for the Triple Aim. December 5-6, Irvine, CA; Invited member
- 2013 Kenneth Arrow Award for Best Paper in Health Economics, 2012, International Health Economics Association, January 5, San Diego, CA
- 2013 Invited member, Ohio Governor's Office of Health Transformation, State Innovation Model Planning Team, Payment and Patient Centered Medical Home Workgroups
- 2013 "Wisconsin strategies for better health at lower cost". Summit of the National Governors' Association and the Institute of Medicine. October 4-6, Racine, WI, Invited participant:
- 2014 "Driving Innovation to Improve Population Health", Summit sponsored by CDC and CMS Innovation Center, January 16, Washington, DC. Invited participant
- 2015 "Innovation All-Star", Crains' Cleveland Business
- 2015 Health Hero Award and Keynote, National Health Center Week 50<sup>th</sup> Anniversary Celebration, Cleveland

### **Selected Memberships in Scientific Organizations and Community Service**

- 1980- Society for Medical Decision Making; President, 1994-95
- 1988- Association for Health Services Research and Health Policy/Academy Health
- 1989-93 Agency for Health Care Policy and Research; Member, HSR Study Section
- 1990-99 Cleveland Health Quality Choice Project; Medical and Research Advisory Committees
- 1992-99 Ohio Medical Schools' Task Force on Health Services Research, Chair 1992-95
- 1993-94 Ohio Medicaid Medical Advisory Board; Appointed Member, Exec Committee
- 1995-2000 Ohio Medicaid Technical Assistance and Policy Program, Chair, 1995-97
- 1998- Board of Trustees, MetroHealth Foundation
- 2000-05 United Way Services of Northeast Ohio; Vision Council: Health and Caring for All (2001-2005)
- 2006- American Clinical and Climatological Association
- 2007- CEO and President, Better Health Partnership (formerly, Better Health *Greater* Cleveland)
- 2006- Board of Directors, Care Alliance Health Center (FQHC for the homeless)
- 2010- Board of Directors, national Network for Regional Health Improvement ([NRHI](#))
- 2011 - Elected member, Coordinating Council, Ohio Department of Health - Ohio Primary Care Patient Centered Care Committee; Chair, Payment Reform Learning Center
- 2013- American College of Physicians, invited member

### **Selected Recent Training Program Activities**

- 2000-05 Associate Director and Instructor, NIH K30 Training Grant for health care professionals, CWRU
- 2006- Clinical Research Scholars Program, M.S. Program in Clinical Research, Director (2007-10)

- 1993-2001 Director, Agency for Healthcare Research and Quality (AHRQ) Training Program for Health Care Professionals (MS and MD-PhD Programs), CWRU
- 2004-12 NIH Clinical Translational Science Award, KL2 Training Program, Co-Director
- 2005- Mentor of 9 K12/KL2 Post-graduate trainees, including Shari Bolen, MD, MPH, Douglas Gunzler, PhD at Center for Health Care Research & Policy
- 2013- Mentor of MD-PhD student in CWRU Medical Scientist Training Program (MSTP), Joseph Tanenbaum.

### C. Contribution to Science

My contributions are guided by my commitments to data-driven and evidence-based clinical care. I established quantitative foundations in the decision sciences and epidemiology and biostatistics to develop and use data for clinical and policy-relevant models. I used these methods to improve primary care through a novel organizational structure that facilitated delivery system experiments (the “Metro Firm System”), and, more recently, by using electronic health records (EHR) to design better community-based trials. Since 2007, I have led a nationally recognized health improvement collaborative, Better Health Partnership, using EHR data to identify and disseminate evidence-based best practices to improve care and reduce disparities. Throughout my career in Cleveland, I have used Ohio and the northeast Ohio community as learning laboratories.

#### 1. Methodologic Foundations and Model Development.

The extent to which quantitative methods and decision models influence individual decisions depends on the validity of the models and the context within which the decisions are being made. The papers below reflect early work that highlight these points.

- a. Cebul RD. ‘A look at the chief complaints’ revisited: Current obstacles and opportunities for decision analysis. *Med Decision Making* 1984;4(3):285-296.
- b. Poses RM, Cebul RD, Collins M, Fager SS. The importance of disease prevalence in transporting clinical prediction rules: the case of streptococcal pharyngitis. *Ann Intern Med* 1986;105:586-591
- c. Clancy CM, Cebul RD, Williams SV. Guiding individual decisions: A randomized, controlled trial of decision analysis. *Am J Med* 1988; 84:283-290
- d. Cebul RD, Poses RM. Cost-effectiveness of statistical decision rules and experienced physicians in the management of sore throats. *JAMA* 1986;256:3353-3357.

#### 2. Organizational and technical facilitators of evidence-based trials.

The “Metro Firm System” was designed to promote continuity of care and cluster-randomized trials. We used this system to study team-based approaches to improve and coordinate care. As EHRs more recently have provided the source for relevant data and interventions, we applied these tools to design better community-based trials.

- a. Cebul RD. Randomized, controlled trials using the Metro Firm System. *Med Care* 1991; 29:JS9-JS18. *Author and co-editor of a special issue in Medical Care on the Firm System.*
- b. Headrick LH, Speroff T, Pelecanos HI, Cebul RD. Efforts to improve compliance with the National Cholesterol Education Program guidelines: results of a randomized controlled trial. *Arch Int Med* 1992;152:2490-2496.
- c. Einstadter D, Cebul RD, Franta PR. Effect of a nurse case manager on post-discharge follow up. *J Gen Intern Med* 1996;11:684-688.
- d. Love TE, Cebul RD, Einstadter D, *et.al.* Electronic medical record-assisted design of a cluster randomized trial to improve diabetes care and outcomes. *J Gen Intern Med.* 2008; 23(4): 383-91. *Recognized as Best Paper, 2009, American Medical Informatics Association.*

#### 3. The Community as a Learning Laboratory to Reduce Disparities and Improve Population Health.

EHRs can help identify challenges as well as best practices in a community of providers who are committed to shared goals. In Better Health Partnership, over 700 providers publicly report their performance twice yearly and learn how to reduce disparities, improve health, and reduce costs.

- a. Liu CW, Einstadter D, Cebul RD. Care fragmentation and emergency department use among complex patients with diabetes. *Am J Manag Care* 2010; 16(6):413-420.
- b. Cebul RD, Love TE, Jain AK, Hebert CJ. Electronic health records and quality of diabetes care. *N Engl J Med.* 2011; 365:825-33. *Recognized as Best Paper, 2011, Am. Medical Informatics Assoc; 2012, International Medical Informatics Association.*

- c. Cebul RD, Love TE, Einstadter D, Petrusis AS, and Corlett JR. MetroHealth Care Plus: Effects of a prepared safety net on quality of care in Medicaid expansion population. *Health Affairs*. 2015; 34: 1121-29.

### Complete List of Published Work in MyBibliography:

<http://www.ncbi.nlm.nih.gov/pubmed/?term=Cebul+RD>

## D. Research Support

### Ongoing Research Support

UL1 TR000439 NCATS Davis (PI) 6/1/2012 – 5/31/2017  
NIH/NCRR

The CWRU/Cleveland Clinic Clinical & Translational Science Collaborative coordinates the existing resources relevant to translational and clinical research and training at CWRU, 3 of its hospital affiliates, with practice-based research network (PBRN) and community partners.

Role: Director, Research Informatics, PBRN and Steering Committee Member and Mentor

P30 HS021648-01 Werner (PI) 09/01/12-8/31/17  
AHRQ

Collaborative Ohio Inquiry Networks (COIN) Research Center

Goal: The mission of the Collaborative Ohio Inquiry Network (COIN) is to develop the capacity of PBRNs, to do practice-based research by stimulating and fostering research collaborations, and to disseminate research findings by effectively sharing knowledge and translating research into practice.

Role: Director of Better Health *Greater* Cleveland, member PBRN

Cebul (PI) 10/1/13-9/30/16  
St. Luke's Foundation

Overall goals: Regional foundation support for Better Health *Greater* Cleveland for legal, accounting, governance and operations.

Role: Principal Investigator

Kleinman (PI) 5/1/2016 – 6/30/2017

Infant Mortality Research Partnership, Task 2 - Collaboration for Infant Life (COIL)

Ohio Department of Medicaid/ Medicaid Technical Assistance and Policy Program (MEDTAPP)

Goals: This project will use innovative approaches to integrate state and regional data to develop predictive models that can support the targeting of programs to combat infant mortality in Ohio.

Role: Research Action Committee Member

### Completed Research Support

14-04-1768 UC Cebul (PI) 6/6/2014-6/5/2016

Mt. Sinai Health Care Foundation

Reducing Health Disparities & Engaging health Care Purchasers in Transforming Chronic Disease Care

Role: Principal Investigator

Cebul (PI) 7/15/12-7/15/15  
The Cleveland Foundation

Overall goals: Regional foundation support for Better Health *Greater* Cleveland for legal, accounting, governance and operations.

Role: Principal Investigator

Cebul (PI) 5/1/2014 – 4/30/2015  
Robert Wood Johnson Foundation

Aligning Forces for Quality

Overall goals: Competing renewal of RWJF support for Greater Cleveland's Aligning Forces for Quality initiative that adds metrics and planning to sustain the program's established measurement, reporting and improvement programs in the region.

Role: Principal Investigator

Cebul (PI)

5/1/13 - 4/30/15

Robert Wood Johnson Foundation

Aligning Forces for Quality 4.0

Overall goals: Competing renewal of RWJF support for Greater Cleveland's Aligning Forces for Quality initiative that adds metrics on hospital utilization for ambulatory care sensitive conditions, new payment reform activities and planning to sustain the program's established measurement, reporting and improvement programs in the region.

Role: Principal Investigator

Caron and Cebul (co-PIs)

4/1/2013 – 3/31/2015

American Board of Internal Medicine (ABIM) Foundation

Advancing *Choosing Wisely* at the state, regional, and local level.

Overall goals: In collaboration with *Consumer Reports* and other ABIM Foundation grantees, disseminate and evaluate the dissemination of selected *Choosing Wisely* recommendations regarding the use of low-value services in clinical care. Principal targets of the dissemination and evaluation include Ohio's primary care physicians, their resident and student trainees, patients and the public-at-large.

Role: Co-PI

Cebul (PI)

07/01/2012- 06/30/2014

Robert Wood Johnson Foundation

Red Carpet Care for Patients on the Greatest Need: The Greater Cleveland Super-Utilizer Project

Overall goals: To improve quality of care and overutilization of the hospital among complex "super-utilizer" patients with diabetes, heart failure, and/or hypertension.

Role: Principal Investigator