

Neomi Siegal

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• Education

2009-2011	Certificate in Medical Management Residency at Maccabi HMO and Belinson Medical Center
2004-2005	MPH. Kennedy School of Government, Harvard University
2000-2002	MHA. Ben-Gurion University, Beer-Sheva, Israel
1992-1997	Certified Pediatrician Residency at the Kaplan Medical Center, Rehovot, Israel
1987-1991	M.D. Tel Aviv University Medical School Dissertation: "The importance of venous drainage in complete and partial pancreas transplantation"
1984-1987	B. Med Sc. Cum laude. Hebrew University Medical School

• Employment History

2012	Lecturer Managing Ambulatory Care course, MHA, Business School Tel Aviv University
2011	Lecturer and Co-Director Managed Care course, MHA, Medical School Ben-Gurion University

• Professional Activities

(a) Professional academic functions

Research Fellow, Center for Health Law and Bioethics
Ono Academic College

(b) Professional functions outside universities/institutions

- 2012 – Present Head of Quality & Strategy, Hadassah Medical Center
- Member, senior executive board
 - Established organizational strategy of quality leadership, leading to an organizational change
 - Implemented a Quality Master Plan for Hadassah including organizational preparedness for the accreditation process, concept and plan for organizational quality measurement system
 - Implemented the National Quality measures at Hadassah
 - Member of the National Hospital Accreditation steering committee
 - Project manager of an organizational turnaround plan
 - Leader of the hospital's electronic medical records development committee
 - Managed Hadassah's relationship with healthcare insurance companies
- 2011-2012 Planning and Development Executive of the Medical Division, Maccabi HMO
- Member, senior executive board, Medical Division
 - Strategic Planning of the Medical Division (2012-2016)
 - Led the Zahal (IDF) Project: Constructing, implementing and supervising a cross-organizational project for adding a new layer of insured soldiers to Maccabi HMO
 - Constructed and managed a designated multi-disciplinary community-based medical service for preventing re-admissions and assuring continuity of care
 - Developed patient-oriented clinical pathways for disease self-management
 - Responsible for Maccabi's physician-executives program (professional development, constructing and implementing work processes and defining organizational targets and objectives)

- 2009-2010 Residency in Medical Management, Beilinson Hospital & Maccabi Health Services
- Member of the hospital's work-plans team
 - Member of hospital's quality indicators implementation team
 - Constructed and implemented quality improvement projects (i.e. catheterization within 90 minutes of admission)
 - Member of the hospital's JCI accreditation team
 - Designed strategic plan for hospital's affiliated nursing school
- 2005-2009 Assistant to the Medical Director For Finance, Audit and Development
- Member, senior executive board, Medical Division
 - Strategic Planning of the Medical Division (2007-2012)
 - Developed and implemented organizational strategy implementation methodology
 - Head of the Medical Division Finance and Economic Department
 - Responsible for organizational preparedness for Ministry of Health audits
- 2001-2003 Medical Vice-Director, Maccabi HMO, Northern District
- Utilization and quality control in primary care
 - Implemented annual district work-plans
 - HR management
- 1997-2001 Chief Pediatrician, Maccabi HMO, Northern District
- Founder and chair, Maccabi Pediatric Forum (The pediatric policy-making forum for Maccabi HMO)
 - Planned the district's pediatric services road map (availability and quality of services and pediatric appropriateness)
 - Planned budgets and resource allocation
 - Continuous professional education (CME), Northern district
 - Practicing pediatrician Maccabi HMO, Horev Medical Center

(c) Membership in professional/scientific societies (past and present)

- Israel Association for the Advancement of Woman's Health – Advisory Committee
- 'Be-Terem' – National Center for Children's Safety – Board of Directors

• **Awards, Citations, Honors, Fellowships**

(a) Fellowships

2004-2005 Wexner Fellowship, Harvard University.

• **Publications**

(a) Chapters in collective volumes - Conference proceedings

Siegal G, Siegal N. Leadership and the Road to Personal Responsibility to Healthy Behavior – Between Autonomy and Paternalistic Interventions. In: Rosen B, Shortell S, Israeli A (Eds.). *Accountability and Responsibility in Health Care: Issues in Addressing Emerging Global Challenges*. World Scientific, 2011.

Siegal N, Siegal G, Kedem H, Kokia E. *Reframing Doctoring: From Patient Centered Care to Population Based Medicine – Ethical Challenges*, The Third International Jerusalem Conference on Health Policy, Jerusalem, 2006 (In Press).

Siegal G, Hochman I, Siegal N. *Contraceptive Pills and Adolescents – Legal Emancipation*. The Fifth Annual Conference of the Israel Society of Pediatric and Adolescent Gynecology, 2001, p 26.

Siegal G, Siegal N. *Decision Making in Chronic Diseases - Patient's Role*. The 4th National Conference on Health Education, 1996, p 18.

Siegal G, Siegal N. *Health Education and Disease Prevention – the Legal Duty*. The 4th National Conference on Health Education, 1996, p 47.

(b) Refereed articles and refereed letters in scientific journals

Siegal G, Siegal N, Bonnie, RJ. 2009. "An Account of Collective Actions in Public Health". *Am Journal of Public Health*.

Kokia E, Siegal N, Shemer J. 2008. "Executive Physician: Building Clinical Leadership for Promoting Quality in Community Health Services: Maccabi HMO's Model". *Harefua*. (Hebrew).

Waisman Y, Siegal N, Siegal G, Amir L, Cohen H, Mimouni M. 2005. "Role of

Diagnosis-Specific Information Sheets in Parents' Understanding of Emergency Department Discharge Instructions". *Eur J Emerg Med.* 12:159-162.

Waisman Y, Siegal N, Chemo M, Siegal G, Amir L, Blachar Y, Mimouni M. 2003. "Do Parents Understand Emergency Department Discharge Instructions? A Survey Analysis." *Isr Med Assoc J.* Aug. 5(8):567-70.

Siegal G, Hochman I, Siegal N. 2001. "Medical Treatments of Mature Minors – A Plea for Legal Reconsideration". *Med Law*, Jubilee issue; 25:317-27. (Hebrew)

Siegal G, Siegal N, Weisman Y. 2001. "Physicians' Attitudes towards Patients' Rights Legislation". *Med Law.* 20(1):63-78.

Siegal G, Siegal N. 1996. "Property Rights in the Human Body". *Med Law.* 14:13-16. (Hebrew)

• Lectures and Presentations at Meetings and Invited Seminars

(a) Presentation of papers at conferences/meetings (oral or poster)

Siegal N. 2009. Understanding Health Economics and Prioritization – The Managerial Challenge. The 3rd Annual Conference of the Center for Health Law & Bioethics. Herzliya, Israel.

Siegal N. 2006. Reframing Doctoring: From Patient Centered Care to Population Based Medicine – Ethical Challenges. The 3rd International Jerusalem Conference on Health Policy. Jerusalem, Israel.

Siegal N. 2001. From Malpractice to Risk Management. Annual Conference of the Israeli Society for Quality in Health Care. Ramat Gan, Israel.

Siegal N. 2001. Contraceptive Pills and Adolescents – Legal Emancipation. The Fifth Annual Conference of the Israel Society of Pediatric and Adolescent Gynecology. Ramat Gan, Israel.

Siegal N. 2000. From Medical Negligence to Risk Management – An Evolving Legal Doctrine. Eighth International Congress on Ethics in Medicine. Beer-Sheva, Israel.

Siegal N. 2000. Novel Medical and Technological Advancement as a Vehicle for Stimulant Instruction. International Conference on Ethics Education in Medical Schools. Eilat, Israel.

Siegal N. 1999. Legal Perspectives of Quality in the Health System. 'Quality by Knowledge'- The Fifth National Conference of the Israeli Quality Association. Haifa, Israel.

Siegal N. 1996. Decision Making in Chronic Diseases - Patient's Role. The 4th National Conference on Health Education. Jerusalem, Israel.

Siegal N. 1996. Health Education and Disease Prevention – The Legal Duty. The 4th National Conference on Health Education. Jerusalem, Israel.

Siegal N. 1996. Property Rights in the Human Body. 10th Congress of the World Association for Medical Law. Jerusalem, Israel.

• **Additional Information**

My areas of interest include:

Health policy

Health economics

Health management

Bioethics and health law

New technology assessment

The promotion of children's health, including their safety, growth & development, and preventive medicine