

## ROMILLA A BATRA, MD, MBA

### INNOVATIVE PHYSICIAN LEADER

Healthcare physician executive with over 20 years of experience in leading Health Plan and clinical delivery system strategy & operations. Extensive expertise in managing Medicare Advantage populations through innovative social and clinical programs leveraging analytics to drive performance in quality and utilization outcomes while improving member experience. Proven success in innovative structural redesign & management of broad range of ambulatory healthcare clinics and clinical integration across systems ranging from academic to community based. Health plan experience around population health management and 5 star quality improvements across networks. Provides oversight of SCAN's community benefit program with annual budget of \$11 Million and about 100 FTE staff to deliver senior care services in the community. Diverse management background coupled with healthcare MBA education emphasizing healthcare business development. Solid business management expertise developed by leading interdisciplinary team of senior health executives, physicians and nurses. Very effective with strategic business development, integrated clinical program design and implementation of healthcare strategy. Expertise in setting up chronic disease management programs and utilization management programs with emphasis on patient integrating social determinants of health.

### KEY COMPETENCIES

Designing and implementing innovative programs	Provider Engagement
Data & analytics leadership	Medicare Advantage 5 star initiatives
Communication skills	New Business development
Population health Strategy	Digital Care Delivery Programs
MA Plan Benefit Design	HCC & Risk Adjustment

### EDUCATION

Healthcare Executive MBA: Paul Merage School of Business, University of California Irvine

Internal Medicine Residency: UCLA School of Medicine, West Los Angeles VA

ABIM Board Certified in Internal Medicine

CA License

## EXECUTIVE CAREER PORTFOLIO

### Executive Summary

Scan Health Plan	Chief Medical Officer (2015- Current) VP, Corporate Medical Director (2011- 2015)
University of California, Irvine	Medical Director, Associate Program Director Internal Medicine Residency: (2006- 2011)
Paul Merage School of Business	Professor (2011- Current)
UCI School of Medicine	Professor (2011- Current), Volunteer
Indiana Univ School of Medicine	Medical Director Community Health center Associate Program Director (2002-2006)

## SCAN HEALTH PLAN (2011- CURRENT)

### Chief Medical Officer (Aug 2015- Current)

Physician Leader responsible for strategy and oversight of Plan's Healthcare services, Pharmacy (including PBM), Medical Policy center, Provider integration program, Public & Govt Affairs, Digital health care delivery initiatives, geriatrics high risk clinics, 5 star initiatives and Community Benefit.

- Responsible for developing and implementing population health strategy for Healthcare Services to improve quality, experience and total cost of care of Health Plan populations including CSNP & FIDESNP for 220,000 MA lives.
- Responsible for developing strategy and initiatives for 5 star Programs. SCAN has been a 4.5 Star plan for 3 years in a row.
- Responsible for developing & implementing strategic initiatives for Provider Integration to engage with key provider partners with focus on 5 star, member experience and growth. Successful in improving quality scores leading to consistent 4.5 Star performance.
- Responsible for Digital care delivery road map for the organization with a focus on behavioral health and chronic condition management. Successfully launched multiple telehealth programs integrating behavioral health with medical health in key provider practices.
- Responsible for in home geriatric care delivery with focus on highest risk populations to improve outcomes and reduce cost

- Responsible for developing and implementing strategy for SCAN's community benefit organization to serve seniors in the community. The organization has 100 FTEs that serve over 20,000 non plan seniors in the community. This includes in home programs focusing on behavioral health, social determinants of health, community based centers and more.
- Responsible for engaging with Medical Group Chief Medical Officers to develop strategies around quality and experience.
- Key leader in developing provider incentive plans to improve performance.
- Responsible for business development of innovative programs addressing social determinants of health for provider organizations.
- Responsible for developing Strategy for Pharmacy programs including benefit design, 5 star programs related to medications and PBM.
- Responsible for oversight of model of Care for SNP populations including CSNP, FIDE SNP & ESRD SNP.
- Responsible for public and government affairs strategy at federal and state level to advocate for Health Plan positions.
- Responsible for external presentations at local, regional and national meetings showcasing innovative programs.
- Responsible for academic endeavors including participation in PCORI grants, academic publications and poster presentations.

#### **Corporate VP (June 2013- Aug 2015)**

- Physician leader responsible for oversight of Medical Policy and claims review center.
- Physician leader accountable for streamlining process to capture appropriate ESRD revenue
- Responsible for oversight of CME activity provided by the Plan
- Responsible for CMS quality related activities like quality improvement plan, Model of care.
- Provide physician support for compliance related audits.

#### **VP Medical Director (June 2011 – June 2013)**

- Medical Director responsible for providing support for utilization management, disease management, advanced illness management and other healthcare services programs.
- Responsible for supporting 5 star HEDIS and HOS activities.

## UNIVERSITY OF CALIFORNIA, IRVINE (FEB 2006 – JUNE 2011)

### **Assoc Prof of Medicine**

Medical Director, Internal Medicine Clinic at UCI

Assoc Program Director & Director for Patient Safety & quality

Internal Medicine Residency

Medical director for the university based largest general medicine clinic. Responsible for oversight and supervision, of internal medicine clinic with 18 FTE staff and 6 FTE physicians and 40 internal medicine residents.

## INDIANA UNIVERSITY MEDICAL GROUP ( JUNE 2002 –JAN 2006)

### **Assistant Prof of Medicine**

Associate Program Director, Internal Medicine Residency

Medical Director Indiana University Medical Group Community health center

Managed a multispecialty clinic with 15 FTE staff and 6 FTE faculty physicians & 18 residents with 12,000 yearly visits. Key member of executive committee overseeing practice operations for 10 FQHC (Federally qualified health centers) sites with 65 primary care providers.

## PUBLICATIONS/RESEARCH:

Chodosh J, **Batra R**, Likar D, Segal-Gidan F, Gomez A, Radcliffe K, Osterweil D, Weinstein BE, Blustein J. Providing Hearing Assistance to Low-Income Adults at Risk for Social Isolation: Preliminary Findings. *J Am Med Dir Assoc*. 2021 Mar 9;S1525-8610(21)00201-2.

Meyer M, Enguidanos S, Zhu Y, Likar D, **Batra R**. Community Medication Education, Data, & Safety (C-MEDS): Findings from a Pilot Project. *J Am Geriatr Soc*. 2021 Mar;69(3):813-821.

Borson S, Korpak A, Carbajal-Madrid P, Likar D, Brown GA, **Batra R**. Reducing Barriers to Mental Health Care: Bringing Evidence-Based Psychotherapy Home. *J Am Geriatr Soc*. 2019 Oct;67(10):2174-2179.

Grudzen CR, Shim DJ, Schmucker AM, Cho J, Goldfeld KS; EMPAllA Investigators. Emergency Medicine Palliative Care Access (EMPAllA): protocol for a multicentre randomised controlled trial comparing the effectiveness of specialty outpatient versus nurse-led telephonic palliative care of older adults with advanced illness. *BMJ Open*. 2019 Jan 25;9(1):e025692.

C-MEDS: An Innovative Community Medication Safety Program: Abstract accepted for American Society of Consultant Pharmacists (ASCP)- National meeting. Nov 2017

Abstract presented for Annual American Geriatrics Society Meeting May 2017: Insights: Implementing Evidence-based Psychotherapy for Seniors and Caregivers at Home. S Borson, Pedro Carbejal, D Likar, R Batra.

Abstract presented for American Geriatrics Society meeting May 2017AGS

A Geriatric Assessment Center For Patients With High Geriatric Need: Patient And Provider Quality Ratings. J Chodosh, R Batra, D Osterweil

“A Strategy for Identifying and Disseminating Best Practice Innovations in the Care of Patients with Multiple Chronic Conditions or End-of-Life Care Needs.”Gans D, Ganz DA, Senelick W, Mccreath HE, Jew J, Osterweil D, Batra RA, Tan Z, Jennings LA, Reuben DB. Manag Care. 2016 Jul;25(7):43-48.

Gans D, McCreath HE, Senelick W, Ganz DA, Osterweil D, Reuben DB. What’s the Secret Sauce. Lessons from Best Practice Implementation in Community-Based Practices. To be submitted to The Gerontologist

“Outpatient Palliative Care, Nurse Training, and Advance Care Planning for High-Risk Geriatric Patients: Three Best Practices in Providing End-of-Life Care”. Poster at American Association Public Health Association (APHA). Orlando, FL. October 2015

“Comprehensive community-based model to reduce admissions and readmissions: SCAN Health Plan’s Approach”. Poster presentation. American Geriatric Society Annual meeting. April 2013

‘Education First: Reforming the Curriculum of the Internal Medicine PGY 1 Year: W Gustin, R Batra, A Amin, L Rucker. Academic Medicine Mar 2009.

Finalist 2008 Straddling Yocca Carlson & Rauth Business plan competition for Paul Merage School of business: “Innovative diabetes gluco center models”.

## HONORS & AWARDS

California Association of Long Term Care (CALTCM) Leadership award for exceptional leadership and contributions in education, practice, administration or policy in post-acute and long-term care: 2020 Recipient

Golden Apple award for Excellence in teaching awarded to one University of California, Irvine School of Medicine teaching faculty: 2012 recipient

Dean’s scholar award for being in top 4 of the MBA class of 2009. Paul Merage School of Business, University of California, Irvine.

Phi Beta Sigma honors, for being in the top 20th percentile of the graduate programs in 2009. Paul Merage School of Business, UCI.

Excellence in Teaching award for dedication to outstanding teaching for the Medical Students. May 2009.

Excellence in Teaching award for dedication to outstanding teaching for the Medical Students. May 2008