

**KAY E. JEWELL, MD**

TARA CENTER, LLC  
2801 Martha's Lane  
Stevens Point, WI 54481

PH: 715-345-1905

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**SPECIALTY:**

Internal Medicine (Board Certified, 1985),

Fellowship trained in Geriatrics, Fellowship in Psychiatry.

Founding Diplomate, American Board of Holistic Medicine, December 2000

National SPEX exam - October 2001

**LICENSED:** Wisconsin, August 1980; No. 23766

**SUMMARY OF EXPERIENCE**

**THE ORTHOSTATIC INTOLERANCE CENTER**

**2012-present**

Web-based information and patient education center for people with orthostatic intolerance due to neutrally-mediated hypotension or syncope and POTS.

**TARA CENTER, LLC**

**1996-present**

**Health Care Consultant**

Consultant to health care industry, private practice clinics, drug companies and medical device industry on clinical issues related to patient safety initiatives, national quality measures and Medicare coverage of products and services at the national and local levels. Current activities focus on developing ways to incorporate quality measures and patient safety at the hospital and physician level into existing projects and assisting organizations in adopting quality measures, integrating quality measures with patient safety goals, working with physician/staff to incorporate measures and addressing consumer needs with quality measures. Other activities have included meeting with QIOs about the quality tasks and potential supportive activities and developing new material for physicians on interviewing and behavior change. Medicare projects include reimbursement and coding issues and implementation of the coverage of self-administered drugs and vaccines. Projects require working with clinicians and their national associations to develop clinical details about current treatment methods; and making presentations to coverage and reimbursement staff at CMS (formerly HCFA) and local Medicare carriers to influence their decisions to cover services and products. Major clients have included biofeedback company/clinics, urologic devices (intraurethral and pelvic support devices) for treatment of incontinence, electrical stimulation, injectable drugs and vaccines and other pharmacologic agents.

Participation in the AMA-Physician Consortium process through attending national meetings, serving on workgroups to develop physician quality measures, obtaining clinical comments from physicians in the state and nationally about draft measures, and identification of negative unintended consequences from measure implementation for the physician and patient relationship.

**SMT, Inc.**

**1997-present**

1129 Broad Street, Suite 4  
Shrewsbury, NJ 07702

**Vice President of Medical Affairs**

**CV: Kay E. Jewell, MD**

Consultant on health policy, with significant commitment to measures design, and the impact of coverage and reimbursement policies on clinical issues. Work undertaken for SMT includes drafting Medicare submissions on the value of AMA CPT codes, researching provider payment levels on patient access, issues related to Medicare Parts B and D, Quality Indicators for Nursing Homes, patient education on Part D, National Patient Safety Goals, CMS DME demonstration, Quality Improvement Organizations, new payment policies and forging relationships with critical partners in the dynamic healthcare environment.

**PRIVATE PRACTICE:**

**Clinical Practice March 1, 2004 to 2009; Stevens Point, Wisconsin.** Practice limited to working with patients with motivational approaches to healthy life styles and behavior change, e.g. diabetes, cholesterol, and weight management with a holistic approach, including use of supplements and herbals.

**February 13, 2002 – May 16, 2003: Ashland, Oregon**

Private practice, primary care (office only) focusing on self-care for chronic illness and creating a healthier life style, incorporating the motivational interviewing and behavior medicine techniques to stimulate and support changes. Clinical focus - basic health care for chronic conditions including traditional, nutritional, herbal approaches for chronic conditions including weight, cholesterol, heart disease, and diabetes.

**October 2000-August 2001. Madison, WI.**

Private Wisconsin: Part-time clinical practice with special emphasis on urinary incontinence, lower urinary tract conditions, and other chronic conditions. Medical staff for The Family Center, mental health teaching site for Edgewood College Family Therapists, advisory and treatment.

**CENTER FOR HEALTH SYSTEMS RESEARCH AND ANALYSIS (CHRSA) 1996-2003**

University of Wisconsin-Madison

**Consultant: August 15, 2001 - 2003**

**Associate Scientist: May 15, 1996- August 14, 2001**

Responsibilities:

Projects included development of clinical investigation guidelines for Quality Indicators (QIs) for nursing facilities and a federally funded evaluation of the CMS (formerly HCFA) DME Competitive Bidding Demonstration sites in Florida and Texas. Past responsibilities included research in quality assurance/improvement and cost containment in nursing homes, development and evaluation of practice appropriateness and efficiency guidelines for application to nursing homes and long term care providers, participating in initiatives to write and submit proposals and to respond to solicitations and requests for proposals, from government, foundation, and private sector sources.

and training program for Medical Directors in Nursing Facilities.

**DHHS/Center for Medicare and Medicaid (CMS)**

**1992-1996**

**(Formerly – HCFA), Baltimore, MD**

**Medical Officer**

**Bureau of Policy Development**

**Office of Chronic Care and Insurance Policy**

Responsibilities:

Coverage, payment, and Conditions of Participation for the following: SNF/NF, Home Health Care, Hospice, Partial Hospitalization, Mental Health practitioners (coverage only), therapies (occupational, physical, and speech; coverage only), Durable Medical Equipment, orthotics and prosthetics, dressings, and splints (DMEPOS). Work with carriers, including the DMERC, with respect to their interpretation of national policy and as they developed local and regional medical review policy. Work with the national organizations of clinicians and industry, identify resources for policy development and problem solving.

Major tasks included work with National Hospice Organization on the guidelines for non-cancer diagnoses, mental health services for the elderly in SNFs and home care, therapy services, and DMEPOS. Other areas of responsibilities included all coverage issues related to Medicare; part A and B, hospital services and physician/ASC services, including review of AMA CPT coding proposals and Medicare RBRVS Fee Schedule development. Representative for HCFA to the AMA/RBRVS Update Committee; 1994-1996.

**Bureau of Program Operations**

**Office of Medicare Benefits Administration (OMBA)**

Responsibilities: OMBA was responsible for the contractor application of national policy as it relates to claims processing and payment. Areas of responsibilities included medical review and fraud and abuse at the carriers, fiscal intermediaries and regional home health intermediaries. Initiation of DME Regional Carriers and development of first regional medical review policies, and transition from local carriers to the DMERCs for claims processing occurred beginning in 1/93.

**WISCONSIN PHYSICIANS SERVICE**

**1989-1992**

**Medical Director: Medicare Part B**

Responsibilities:

Development of local medical review policies governing coverage and reimbursement, maintain the policy development process with physician organizations and representatives, serve as liaison with physicians and other providers, consultant to staff regarding medical policies and implementation, review of individual cases for coverage and for monitoring and hold educational meetings with physicians as needed.

**MENDOTA MENTAL HEALTH INSTITUTE**

**1986-1989**

**Madison, WI**

**Clinical:**

**Geriatric Internist**

**GeroPsychiatric Center**

Responsibilities:

Medical care to the inpatient population, primarily on the GeroPsychiatric Unit and consultant to the Adult Treatment Unit and the Deaf Unit. Work included coordination of care with the University of Wisconsin Hospital and Clinics who provide emergency room service, consultations and acute hospitalization for medical surgical problems.

**Administrative:**

**Associate Medical Director for Quality**

Responsibilities:

Primary responsibility was to develop and implement the Medical Staff Quality Assurance program. The two components to be reviewed were: the medical care provided by the Medical Staff and the care provided by the entire facility under Medical Staff review.

**METASTAR, Madison, WI**

**1986-1988**

(formerly WIPRO, Wisconsin Peer Review Organization)

**Assistant Medical Director**

Responsibilities:

Development and presentation to the Peer Review Panels; development of policies and procedures for physician consultants regarding credentialing and documentation; monitoring data statewide for objectives, assisting in the development of monitoring criteria, and investigation of quality concerns by hospital, individual practitioners and case by case.

**WISCONSIN VETERANS' HOME, King, WI**

**July, 1982- June, 1983**

**Medical Director**

Responsibilities:

**Clinical:** Care of 200 patients

**Administrative:** Oversight of care of 800 residents in 3 licensed facilities. Supervision of full-time physicians (three) and consultants (podiatry, specialists), of onsite laboratory and xray staff and services, dentist, Quality assurance, infection control, team planning, nursing inservice, quality assurance and consultations with VA hospital, monitoring hospitalizations and use of ambulance services.

**EDUCATION:**

Graduate student: UWSP Human and Community Resources 2006-2009

Co-Active Coaches training, Coaches Training Institute 2002-2003

Postgraduate: Candidate, Masters in Administrative Medicine 1985-1992

Geriatrics Fellowship 1984-1986

Wm. S. Middleton Memorial VA Hospital

Psychiatry Fellow 1983-1984

Special Diagnostic and Treatment Unit

Wm. S. Middleton Memorial VA Hospital

Internal Medicine Residency 1979-1982

University of Wisconsin Internal Medicine – Milwaukee Campus

Medical School:

University of Wisconsin 1975-1979

Madison, Wisconsin

COMMITTEES AND PROFESSIONAL POSITIONS:

Portage County Medical Society; President: 2008-present  
Wisconsin Medical Society –  
    Health Care Quality and Population Health Council      Member-2007-2010  
    Task Force, Obesity: Wisconsin Medical Society – 2004  
Wisconsin Stroke Council: Member, 2009-present  
AMA-PCPI: member, participant 2007-present

PAST:

American Holistic Medical Association  
    Treasurer, 2004-2006,  
    Trustee at Large 2003-2004  
Delegate from Jackson County to Oregon Medical Association (2002)  
State Medical Society of Wisconsin:  
    Committee on Aging, Extended Care and Home Health Care  
    Member, 1982-1992; Chair, 1986-1992  
    Young Physicians' Sections: State Medical Society of Wisconsin  
    Chair, 3/87-3/88. Delegate to the AMA-Young Physicians Section, 3/88-4/90.  
    Alternate Delegate to the AMA-YPS, 3/90-4/91. Candidate for Chair of the AMA-  
    Young Physician Section, 6/90.  
    Task Force on AIDS, State Medical Society of Wisconsin: Member, 5/87-90.  
Governor's Task Force on AIDS, State of Wisconsin: Member, 1989-1990.  
Nursing Home Drug Utilization Review Committee, Medical Evaluation Program:  
    Representative of Aging Committee for the SMS, 1985-1989. Co-Chair, 1989-1992.  
American Geriatrics Society: Member, 1985-1989. Committee on Education.  
Wisconsin Association of Medical Directors, Board of Directors  
    Member, 1986-1990. Secretary-Treasurer, 1987-1990.  
American Medical Directors Association (SNF/NF)  
    Speaker of the House, 1988-1989.

PROFESSIONAL AFFILIATIONS:

American College of Physicians	2007-2011
American Diabetes Association	2008-2010
American Heart Association	2007-2010
American Holistic Medical Association	2001-2004
American Medical Directors Association (AMDA)	1984-1990. 1996-2005
American Medical Association	1976-2012
American Public Health Association	2006-2007
National Wellness Institute	2005-2006
Wisconsin Medical Society	1976-1993; 1996-2000, 2003-2011

**PUBLICATIONS:**

“Impact of systems of care and blood pressure management on stroke outcomes.” Shulkin DJ, Jewell KE, Alexandrov AW, Bernard DB, Brophy GM, Hess DC, Kohlbrenner J, Martin-Schild S, Mayer SA, Peacock WF, Qureshi AI, Sung GY, Lyles A. *Popul Health Manag.* 2011 Dec;14(6):267-75. Epub 2011 Apr 20. [Abstract.](#)

“Aligning pharmacy and health-system objectives to eliminate central-line-associated bacteremias.” Authors: Lyles A, Fanikos J, Jewell K. *Am J Health Syst Pharm.* Dec 15 2009; 66(24):2189-2197. [Abstract.](#)

“Urinary Incontinence in the Elderly Woman,” The Female Patient, Supplement; pp. 9 –11,15, September, 1999.

“Addressing Medicare Coverage for Biofeedback in the Treatment of Urinary Incontinence,” Ostomy/Wound Management, 44 (12); pp. 54-66, December 1998. [Abstract.](#)

“Coverage and Reimbursement for Enteral Feeding Devices in Nutrition Support,” Nutrition in Clinical Practice, Supplement, 13 (3); pp. S28-31, June, 1998.

“Legal, Policy, and Regulatory Issues,” Chapter, Medical Direction in Long-Term Care. Editor: Steve Levenson. Rynd Communications, 1988.

“Role Adoption in Residency Training,” with B. Blackwell, MD, and Mary Gutman, Ph.D. Mount Sinai Medical Center, Milwaukee, Wisconsin. General Hospital Psychiatry, pp. 280-288, 1984. [Abstract.](#)

“Role of the Physician Extender in the Long-Term Care Setting,” with Steven Gamberg, MD; W. Rosenkrantz, MD; S. Basu, MD; and E. Wingra, MD. Wisconsin Medical Journal, pp. 30-32, September 1983. [Abstract.](#)