

Biographical Sketch (2011)

**Jeffrey C. (Jeff) Bauer, Ph.D.**

Health Futurist and Medical Economist

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Dr. Bauer is an internationally recognized health futurist and medical economist. As an industry thought leader, he forecasts the evolution of health care and develops practical approaches to improving the medical sector of the American economy. He is widely known for his specific proposals to create an efficient and effective health care delivery system through multi-stakeholder partnerships and other initiatives focused in the private sector.

Dr. Bauer has published more than 200 articles, books, Web pages, and videos on health care delivery. He speaks frequently to national and international audiences about key trends in health care, medical science, technology, information systems, reimbursement, public policy, health reform, and creative problem-solving. Dr. Bauer is quoted often in the national press and writes regularly for professional journals that cover the business of health care.

His latest books are Paradox and Imperatives in Health Care: How Efficiency, Effectiveness, and E-Transformation Can Conquer Waste and Optimize Quality (Productivity Press, 2008) and Statistical Analysis for Health Care Decision-Makers (CRC Press, 2009). His two previous books are Telemedicine and the Reinvention of Health Care: The Seventh Revolution in Medicine (McGraw-Hill, 1999) and Not What the Doctor Ordered (McGraw-Hill, 1998). He is currently writing a book on data analytics and strategic forecasting methodologies.

As a consultant, he has assisted hundreds of provider, purchaser, and payer organizations with strategic planning and performance improvement. He served as Vice President for Health Care Forecasting and Strategy for ACS, a Xerox Company, from 1999 to 2010. His previous consulting firm, The Bauer Group, specialized in consumer-focused strategic planning and development of clinical affiliation agreements for multi-hospital networks from 1984 to 1992.

In addition, Dr. Bauer has a strong foundation of academic experience. He was a full-time teacher and administrator at the University of Colorado Health Sciences Center in Denver from 1973 to 1984, where he held appointments as associate professor and as Assistant Chancellor for Planning and Program Development. He also served concurrently for four years as Health Policy Adviser to Colorado Governor Richard D. Lamm. From 1992 to 1998, Dr. Bauer was a visiting professor in Administrative Medicine at the Medical School of the University of Wisconsin-Madison, where he taught physician leaders how to evaluate research reports and other published studies.

He received his Ph.D. in economics from the University of Colorado-Boulder. He graduated from Colorado College in Colorado Springs with a B.A. in economics and completed a certificate in political studies at the University of Paris (France). During his academic career, he was a Boettcher Scholar, a Ford Foundation Independent Scholar, a Fulbright Scholar (Switzerland), and a Kellogg Foundation National Fellow.