

---

## Physician Online Curriculum Project Advisory Group

---



### **Anthony (Tony) Back, MD**

*Professor of Medicine, Division of Oncology, University of Washington  
Co-Director, Cambia Palliative Care Center of Excellence  
Co-Founder, VitalTalk*

An innovator in the field of clinical communication, Doctor Tony Back coauthored the book *Mastering Communication with Seriously Ill Patients: Balancing Honesty with Empathy and Hope*; served as principal investigator for the Oncotalk interventions; and developed VitalTalk, the first iPhone app for clinician communication skills which provides guidance to physicians and other clinicians on how to deliver difficult news to patients and their families. His extensive work has been covered in the *New York Times*, *USA Today*, the *New England Journal of Medicine* and the *Journal of Clinical Oncology*, among many others.

Back was a 2013-2014 Contemplative Studies Fellow of the Mind and Life Institute, a member of ASCO's Patient-Physician Communication Consensus Panel, and a faculty scholar for the Open Society Institute's Project on Death in America. His leadership has been recognized by awards including the American Cancer Society Pathfinder in Palliative Care Award, the Academy of Hospice and Palliative Medicine National Leadership Award, and numerous mentions as a Seattle Top Doctor.

For over a decade Back has been a senior teacher at the Upaya Institute and Zen Center's *Being with Dying*, a professional training program for clinicians in compassionate care of the seriously ill and dying, and a program that addresses burnout and fosters resilience in oncology professionals through the American Society of Clinical Oncology. Currently, he is the principal investigator for Care.Lab, a national initiative funded by the John A. Hartford Foundation, to scale up innovations for serious illness.



### **Julie Goldstein, MD**

*Advance Care Planning Coordinator, Advocate Health Care  
Chair, POLST Illinois Committee of Illinois Hospice and Palliative Care Organization*

Doctor Julie Goldstein is a clinical ethicist, a board-certified internist and board-certified palliative care physician who trained at the University of Chicago, Oak Forest Hospital, Rush-Presbyterian-St. Luke's and the University of Missouri-Kansas City. She has served at Advocate Illinois Masonic Medical Center since 1996. In 2005, she helped to establish the hospital's palliative care consultation services and was medical director through 2014. In her current position, she provides ethics services to Illinois Masonic, in addition to being an advance care planning educator and content expert for the Advocate Health Care system.

# Respecting Choices®

PERSON-CENTERED CARE

*A Division of C-TAC Innovations*

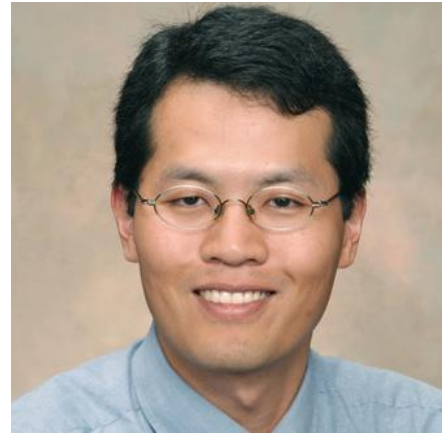
Goldstein is a certified Respecting Choices® First Steps® Instructor, certified Next Steps® Organization Faculty for Advocate Health Care, and certified Last Steps® (POLST) Faculty for Illinois. She has served on numerous ethics and palliative care advisory boards for the Illinois Department of Public Health (IDPH). Goldstein was founding president of the Chicago End-of-Life Care Coalition starting in 2000, and served on the board through 2013. She has collaborated with the Illinois State Medical Society and the Illinois State Bar Association on statutory Power of Attorney for Health Care form revisions that resulted in a document that is more user-friendly.

She has been active since 2000 around the development and improvement of the IDPH out-of-hospital Do Not Resuscitate form, and since 2009 has chaired the POLST Illinois Task Force. Goldstein is a board member for POLST Illinois, which in 2016 became a standing committee of the Illinois Hospice and Palliative Care Organization.

## **Tae Joon Lee, MD**

*Medical Director, Palliative Care and Hospice  
Vidant Medical Center*

Doctor Tae Joon Lee attended medical school at the University of North Carolina at Chapel Hill. He completed his family medicine residency and geriatric fellowship training at Swedish Medical Center in Seattle, Washington. He returned to North Carolina to teach and practice geriatrics at East Carolina University (ECU) in 2005. During his nine years at ECU as a faculty member, Lee focused on the teaching of geriatric medicine with medical students, resident physicians, and geriatric fellows. He also served as the medical director for a large skilled nursing facility and as the program director of the geriatrics fellowship program at ECU. Lee was promoted to clinical associate professor at ECU. In 2014, he switched focus to developing and growing the palliative care and hospice programs at Vidant Medical Center. Lee currently serves as the medical director of these programs. His areas of interest and research include palliative care, hospice care, Alzheimer's dementia, long term care medicine, and medical education.



## **Jessica Martinson, MS**

*Director of Clinical Education and Professional Development,  
Washington State Medical Association (WSMA)*

Jessica Martinson leads the WSMA Foundation for Health Care Improvement's two key initiatives: Honoring Choices Pacific Northwest and Choosing Wisely. Martinson was instrumental in the design and launch of Honoring Choices Pacific Northwest, an initiative to improve end-of-life care in the region. Jessica is a First Steps™ Organization Faculty member for Honoring Choices Pacific Northwest and leads the implementation efforts. This unprecedented statewide initiative is jointly sponsored with the Washington State Hospital Association and is in partnership with 26 (and growing) health care organizations in the state. The initiative includes programs that support advance care planning conversations, physician



# Respecting Choices®

PERSON-CENTERED CARE

*A Division of C-TAC Innovations*

professional development, community engagement, advocacy and the launch of a state repository for advance directives and POLST.

Under her leadership, the WSMA Foundation has been awarded grants from the ABIM Foundation in partnership with the Robert Wood Johnson Foundation to support the Choosing Wisely campaign. Washington state is nationally recognized as a leader in transitioning the campaign from education to implementation. Martinson was the lead author on the Choosing Wisely Action Manual, which supports physicians who seek to reduce unnecessary test, procedures and treatments. She co-leads the Washington State Choosing Wisely Task Force, which provides physician leadership on implementation, measurement development and monitoring outcomes.

In addition, Martinson oversees the WSMA's CME Department and heads the Leadership Development Conference, Clinical Performance Improvement Network and Medical Officer Collaborative. She also collaborates with other quality improvement organizations to improve patient safety, health equity and care transitions.

## **Phillip (Phil) Rodgers, MD, FAAHPM**

*Associate Professor, Family Medicine and Internal Medicine  
Director, Adult Palliative Medicine Clinical Programs  
University of Michigan*

Doctor Phil Rodgers is the founding director of the University of Michigan (UM) Medical School Palliative Care Program and founding associate director of the UM Palliative Medicine Fellowship Program.

He has become a leading national expert in payment and care delivery innovation in palliative care, and has received numerous invitations to speak, contribute to panels and workgroups, and provide technical expertise to policymakers, including the Center for Healthcare Research and Transformation, the Michigan Primary Care Transformation Initiative, the Network for Regional Healthcare Improvement, and the Pew Charitable Trusts.

Rodgers has held numerous leadership positions within the American Academy of Hospice and Palliative Medicine (AAHPM), including serving as the inaugural lead of the Public Policy Committee's Emerging Payment and Delivery Models Work Group, and founding editor of its *Profiles in Innovation* series which highlights leading edge palliative care programs across the United States. Rodgers currently serves as co-chair of AAHPM's Public Policy Committee, and co-chair of the Quality Payment Workgroup.

