



Health

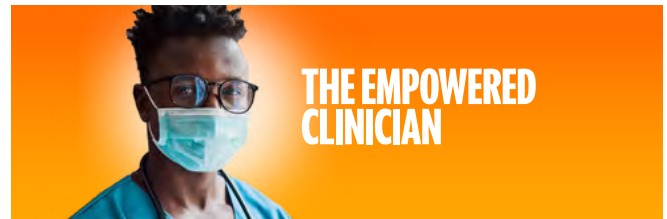
CLINICAL BEST PRACTICE COUNCIL

Elsevier's Clinical Best Practice Council is a team of international industry experts who combine their wealth of experience and clinical expertise to amplify a solution based approach to the delivery of knowledge-based care process supported by EHR integrated, clinical support systems.



OUR KEY NARRATIVES

These narratives illustrate Elsevier's commitment to supporting clinicians and patients throughout their healthcare journey by providing credible, accessible, evidence-based information to help empower clinicians in providing the best healthcare possible.



WHAT WE DO

Motivate and help improve the value of health and healthcare for providers and patients. Our areas of expertise include:

- The role of Clinical Decision Support solutions in optimizing care delivery
- Knowledge and data in the drive towards value
- Quality improvement and Patient Safety
- Implementation of interdisciplinary informatics
- The role of research in data-driven decision making within Healthcare
- Harnessing AI to revolutionize clinical outcomes
- Role of knowledge to improve citizen health
- Role of evidence-based information, Clinical Decision Support and research in population health management strategies



WHO WE ARE



Tim Morris,
Vice President, Go-To Market,
Elsevier

Nearly 30 years of healthcare experience, from delivering care as a nurse in a London A&E Department, research and management within the NHS, to technical product development with a range of public and private health companies. Extensive expertise in decision support and knowledge management systems.



Dr Rahul Goyal,
Lead Clinical Executive,
Elsevier

With almost 20 years of Clinical experience, as a UK-trained physician, Dr Goyal worked as a partner in various UK practices and has also trained as a higher specialist as an ophthalmologist. His previous roles also include working for Mediclinic as the CMIO and was involved in various digital transformation projects. He is a Member of the Royal College of General Practitioners and the Royal College of Ophthalmologists UK. Dr Goyal was also elected as one of the “Future 50 Clinical Leaders in Healthcare IT by HIMSS” in 2019.



Dr Ximena Alvira,
Clinical and Research Manager,
Elsevier

An enthusiastic and passionate medical and neuroscience doctor with broad experience in clinical practice. Ximena’s passion is science communication, with an ongoing career as a medical writer. Ximena engages with providers worldwide to demonstrate the value of CDS solutions in helping them to achieve their goals and improve outcomes.



Pamela Poku,
CDS Renewal Manager,
Elsevier

Pamela is a registered practicing nurse in the Netherlands and the United Kingdom. With a solid background in nursing, she has developed a career focused on enhancing the patient and end-user experience across the entire healthcare continuum. Her extensive experience ranges from clinical solution development, EHR implementation, training clinical professionals, leading global pre-sales activities and driving renewal business based on improved outcomes.



Laís Junqueira,
Quality, Patient Safety and Innovation
Manager, Elsevier

Member of the Scientific Council of the Brazilian Society of Quality of Care and Patient Safety; Certified Six Sigma Green Belt and member of the International Association of Innovation Professionals. Over 10 years of experience working with hospitals as language liaison during JCI accreditation surveys and 15 years as translator for quality accreditation standards. At Elsevier, Laís provides strategic counsel to organizations on how knowledge and technology can improve quality of care and patient safety.



Robert Nieves,
Vice President of Health Informatics,
Elsevier

Over 30 years of clinical experience as a Registered Nurse and over 18 years of direct clinical informatics experience in the design and integration of evidence-based content within various electronic health records. Currently works with healthcare providers across the globe to implement interdisciplinary informatics to healthcare systems.