

# Biomedical and Health Informatics Series

Tuesday, February 13th, Room RR 134 12:00-1:50pm

**Fred E. "Chip" Masarie MD,**  
**FACMI, Principal, Masarie Consulting, Portland, OR**

## *"Developing practical terminology strategies for clients: Terminology case studies"*

Good terminology practice has been discussed in the informatics community for over a decade. But what does that mean in the real world? Dr. Masarie will discuss three case studies from his client base. Each case involves a different niche in healthcare IT. He will discuss how strategies were developed that solved different existing problems for their user communities and looked towards the future as to where they want to be going in the next 2-5 years. Build vs. buy decisions will be discussed regarding both terminology content and tools. A big part of the success of collaboration is effecting a change in thinking within the organization, particularly as to how a good terminology strategy can make their lives easier and their customers happier.

F.E. "Chip" Masarie, Jr. graduated from the Honors College at the University of Oregon in 1978 and received his MD degree from Oregon Health Sciences University in 1982. After completing two years of general surgery residency at the University of Pittsburgh, he became involved in medical informatics as a fellow and then research faculty member of the Section of Medical Informatics at the University. There he was a co-developer of the Quick Medical Reference (QMR) project; a diagnostic decision support software program for internal medicine. In addition, he participated in phase one of the Unified Medical Language System (UMLS) project at the National Library of Medicine and developed a novel scheme for mapping between controlled medical vocabularies. In 1990, he left the University and co-founded Camdat, one of the first companies which developed decision support software for physicians. First DataBank, a leading drug information content provider, acquired Camdat in 1993. He was instrumental in moving First DataBank content to the point of care as the information was encapsulated into plug-and-play modules. As Chief Scientist, Dr. Masarie lead the software development group in Portland and focused on issues of connectivity between the integratable decision support modules developed by First DataBank and the electronic medical record.

He joined MedicaLogic in 1997. Dr. Masarie and his team were responsible for integrating clinical informatics concepts into MedicaLogic products. The team's charter, at a high level, had been: make it easy for our clinicians to capture high quality clinical data and that the data is structured and coded such that they can get value from it. This includes: clinical terminology; decision support; reporting; clinical customization (forms, custom lists) and tools to create customization as well as the KnowledgeBank, our web-site where customers can share clinical content such as data entry forms, reports, custom lists of problems and medications, etc. After the acquisition of MedicaLogic by GE Medical Systems in 2002, Dr. Masarie joined the core technology group for GE Medical System IT and contributed to the conceptualization of a clinical informatics infrastructure across the product lines. He left GE in August 2003 to become an independent consultant in healthcare terminology.

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The Biomedical and Health Informatics lecture series covers current topics and developments in Biomedical and Health Informatics. Presenters include faculty, students, researchers and developers from the University of Washington, other academic institutions, government, and industry (locally and nationally). The intended audience is the broader University of Washington and Seattle area community with an interest in BHI as well as BHI faculty and students.

**Series Website:** <http://courses.washington.edu/mebi590/>