



PQA Member Spotlight: David Medvedeff

Meet David Medvedeff, PharmD, MBA, PQA Board Member, Chief Executive Officer for VUCA Health

Tell us a little about yourself and your background and how you came into your current position as CEO of VUCA Health.

I began my career with the Eckerd Corporation, where I was fortunate enough to work on developing a medication management model in a chain pharmacy environment long before Medication Therapy Management existed as we know it today. After leaving Eckerd, I spent a couple of years at Florida Medicaid with the goal of understanding pharmacy practice from the payor's perspective. I became captivated by technology and fully understood the power of combining clinical content and decision support tools leading me to join the team at Gold Standard (which was then acquired by Elsevier Health). After serving as a senior executive with Elsevier for several years, I served as the CEO of Avatar International (now Press Ganey). At Elsevier, we measured the patient experience across the entire healthcare delivery system for some of the largest healthcare organizations in the world. By combining the voices of millions of patients it became evident that there was a massive opportunity to enhance the way patients and families receive information about their medications. That is what inspired me to start VUCA Health four years ago. Today, my team creates medication videos that are integrated into a variety of workflow solutions to better inform the medication use process.

What led you to become a member of PQA? What do you gain through your engagement with PQA?

In the early days of my career, I worked with some extremely talented and passionate pharmacists solely focused on what they called “quality.” What I found a bit frustrating, however, was that they each focused on what was important to them, in other words, what they defined as quality. As my role at Elsevier continued to expand beyond pharmacy practice and value based purchasing became more of a national conversation, I saw firsthand how other domains in healthcare could formalize the quality measurement process. I was very excited when the PQA was established and humbled to have been invited to participate.

My engagement with the PQA is completely selfish. It is truly a privilege to interact with what I consider the best and the brightest in our profession. I learn so much from every call and meeting and have made a couple of dear friends along the way. Additionally, having early insight and a deep understanding of the measurement dynamics that will shape the future of our profession seems like something every pharmacist should care about.

What led to your involvement with the Pharmacy Quality Solutions?

My involvement with Pharmacy Quality Solutions was the confluence of the work I was doing with the demonstration projects that led to the creation of EQUIPP, my previous experience with technology and quality reporting, and the entrepreneurial fire in my belly. It just felt natural to be a part of the process for PQA and I did not hesitate when asked to help.

In your current position at VUCA Health, how does your role influence the changing healthcare system?

Health literacy is a critical component of healthcare and I find that we are often too quick to dismiss this issue. At VUCA Health, we envision our role as being the providers of next generation drug information resources for patients and families.

In the earliest days of PQA, you chaired one of the first PQA workgroups. What was that like?

Chairing measure development workgroups in the early stages was exciting because PQA was so new and a little like the Wild West. The PQA staff was small, but every volunteer involved understood the goals and tremendous progress was made under Laura's guidance. Now, 12 years later, we still employ these same principles, however, the structure and rigor is much more comprehensive.

You have been involved in PQA's research and demonstration initiatives. Can you discuss how research informs measurement within PQA, and often how measurement advances research?

Research can inform measure opportunities within PQA in various capacities. In particular, we can use research to identify potential gaps in healthcare. For example, early on through research we could identify a potential measurement need that focused on patient experience. Furthermore, research is a critical component of the implementation process. Research provides an opportunity to identify potential gaps that may compromise best practices as they pertain to measurement implementation. It also provides clues on the most effective means to inspire the use of a developed measure. PQA shares this broader view that goes beyond just developing, but also incorporates research to ensure that a measure has a sound path to market that will be valuable in pursuing improved patient outcomes.

VUCA Health keeps its focus on the patient and/or includes the patient. Can you elaborate on that?

Keeping a focus on the patient is part of our culture at VUCA Health. We work closely with our business partners who engage directly with patients, so we are able to stay responsive to the patient voice. We constantly envision ourselves speaking directly with the patient and the patient's family or caregivers to maintain that focus.