

## RESUME

### **RICHARD W. LANDEN**

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#### **EDUCATION:**

**Columbia University:** Master of Public Health, Master of Business Administration.  
**University of Cincinnati:** Bachelor of Arts, Certificate in International Business.

#### **EXPERIENCE:**

**Blue Cross Blue Shield Association (BCBSA).** Director, Health Information Technology 2002-present; Project Leader, 1999-2002; Senior Consultant, 1997-99. National coordination and leadership for BCBSA and its independent Blue Cross and Blue Shield Plans in all Administrative Simplification aspects of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), Consolidated Health Informatics (CHI) and health information technology (HIT). Interact with the US Department of Health and Human Services and the Centers for Medicare and Medicaid Services. Represented BCBSA at National Uniform Billing Committee, National Uniform Claim Committee, Dental Content Committee, Workgroup for Electronic Data Interchange, Accredited Standards Committee X12 Insurance Subcommittee, Designated Standards Maintenance Organizations, Health Level 7, Council for Affordable Quality Healthcare, Utilization Review Accreditation Commission. Produced national HIPAA and HIT conferences and workshops for Blue Cross Blue Shield Plans.

**COHEDI Consulting**, 1992-97. Independent consultant offering programs and services for health care, including electronic data interchange (EDI), community health information networks, claims, fraud and abuse.

**Health Insurance Association of America (HIAA).** Director, 1991-92; Associate Director, 1987-91. Represented the commercial health insurance industry on electronic data interchange (EDI), electronic health records, claims issues, fraud and abuse, Medicare/Medicaid, rate setting, state health data reporting, hospital bill audits and other matters of interest to insurers. Member of technical advisory groups for the Workgroup on Electronic Data Interchange (WEDI), the Workgroup on the Computerization of Patient Records (WCPR), and the Computerized Patient Record Institute (CPRI). Liaison to National Health Care Anti-fraud Association (NHCAA) and to National Association of State Health Data Organizations (NAHDO).

**New York Infirmery Beekman Downtown Hospital.** Assistant Administrator, 1979-86; Administrative Resident, 1978-79. 350-bed community hospital; university affiliated; New York City EMS system. Catchment area included Wall Street, World Trade Center, Chinatown, City Hall and the Lower East Side. Managed clinics, emergency department, MMTP, home care, physician group practices, social services, medical records, laboratories, QA/UR and other departments. Successfully merged two hospitals. Chaired interdisciplinary contingency planning task force for city-wide hospital strike and coordinated hospital operations for duration of 47 day strike. Served on NYC EMS Systems Advisory Committee.

**Presbyterian Medical Center**, Denver, CO. Operating room orderly, 1974-76.

### **ACTIVITIES AND COMMITTEE MEMBERSHIPS:**

**Workgroup for Electronic Data Interchange (WEDI).** Board member, 2005-present. Policy Advisory Group on National Identifiers, co-chair, 1997-present. Education Committee, 1997-2000. Technical Advisory Group on Data Content and Structure, 1992. Technical Advisory Group on Uniform Formats, 1992. October 16, 2003 HIPAA Contingency Planning task force.

**American National Standards Institute, Accredited Standards Committee X12, Insurance Subcommittee (ANSI X12N).** Secretary, 1991-97; Health Care Task Group co-chair, 1999-2002; chair, Interpretation Portal Special Appointed Committee, 2003-04. Primary standards development organization for HIPAA-adopted transaction sets. Insurance and Health Care electronic data interchange standards development. HIPAA Designated Standards Maintenance Organization (DSMO).

**American National Standards Institute, Health Information Technology Standards Panel (HITSP).** Board member, 2005-present. Charged with facilitating harmonization of HIT-related standards across all pertinent standards development organizations. Recipient of ONCHIT-1 Standards Harmonization grant, 2005.

**National Uniform Billing Committee (NUBC).** Member, 1987-1992; 1997-present. Maintains the national standard institutional billing form and manual (UB-82, UB-92 and UB-04). HIPAA Designated Standards Maintenance Organization (DSMO).

**National Uniform Claim Committee (NUCC).** Member, 1987-1992; 1997-present. Maintains the national standard CMS-1500 professional services billing form. HIPAA Designated Standards Maintenance Organization (DSMO).

**Dental Content Committee (DeCC).** Member, 2000-present. HIPAA Designated Standards Maintenance Organization (DSMO).

**ACTIVITIES AND COMMITTEE MEMBERSHIPS. continued:**

**Colorado Community Health Management Information System, Inc. (CHMIS).** 1993-95. Executive Director, 1996. Board of Directors, 1996. Not-for-profit group exploring establishment of state-wide community health management information system.

**Colorado Uniform Billing and Electronic Data Interchange Advisory Board (CHEDIAB),** 1993-96. Appointed by state Insurance Commissioner. Charged with making recommendations to the Commissioner and the general assembly regarding a state-wide electronic network for health care billing and administrative communications.

**National Healthcare Anti-Fraud Association.** Advisory board member, 1988-92.

**Workgroup on Computerizing Patient Records (WCPR),** 1991-92.

**Computer-based Patient Record Institute (CPRI),** 1990-92.

**Colorado EDI Roundtable,** Board member, 1992-95.

**Sunshine Fire Protection District,** Boulder County, Colorado. Volunteer firefighter, 1997-2002; Board Chair 1998-2002. Primary fire and medical emergency services for 350-family mountain community.