



Gordon K. Norman, MD, MBA

Principal, Population Health Solutions LLC

Relevant Experience

Dr. Norman brings extensive population health, value-based care, and provider transformation expertise to the Population Health Solutions consultancy, from his prior executive roles in the provider, hospital, health plan, employer, and supplier sectors of healthcare focusing on quality and value improvement. He is focused on supporting provider & health systems, ACOs, health plans, and healthcare startups as they pivot to the value-based care era where cost efficiency, quality outcomes, and experience of care are balanced to formulate the overall value of health care delivery.

Current clients include health plans improving their care management programs for greater impact, health systems seeking innovating approaches to value-based care, vendors developing novel population health interventions to augment health plan and provider capabilities, benefits consulting firms advising large employers on optimizing value for their employees, and healthcare startups creating innovative interventions for dementia, diabetes, and other chronic conditions.

Previously, Dr. Norman leveraged his expertise at Willis Towers Watson to lead their Health System Consulting practice working directly with health systems transitioning to value-based care, and also served employer clients as a Senior Consultant in Health Management. Dr. Norman also served as Chief Medical Officer for xG Health Solutions, Chief Medical & Science Officer for Alere Medical Inc., VP Disease Management & Health Care Quality, PacifiCare Health Plans.

Industry-leading Expertise

Population health management, behavior change models and incentives, care management models, clinical decision support, remote patient monitoring, provider transformation to value-based care, clinical quality improvement, managed care, clinical analytics, program evaluation methodologies

Other Core Competencies

- Effective Change Management Leadership
- Physician Engagement /Alignment Models
- Integrated Health Care Delivery Models
- Transition to Fee-for-Value Models
- Delivery of Accountable Care
- Evidence-Based Practices
- Clinical Transformation & Care Reliability Cultures

Education and Credentials

Dr. Norman received AB, MD, and MBA degrees from Stanford University. Following family medicine training in Maine and New York, he practiced in rural upstate New York and southern New Hampshire prior to pivoting to the business side of healthcare in mid-career.

Clients Served

Multi-region health systems, provider systems, health plans, large employers, population health management organizations, informatics & outcomes assessment vendors, and others in related pursuits.

More Information

<https://populationhealthsolutions.org>

<https://linkedin.com/in/gordonnorman>