PRESS RELEASE

Reid Kiser Joins PQA Team to Lead Performance Measurement and Research

Alexandria, Va. (January 13, 2020) – The Pharmacy Quality Alliance (PQA) is pleased to announce that Reid Kiser has joined its team as Senior Vice President of Performance Measurement and Research. He will align PQA's performance measurement and research work and lead the organization's effort to integrate meaningful clinical data into quality measures, as we move towards greater interoperability in healthcare that optimizes care and improves patient outcomes.

Kiser is a nationally recognized executive leader in healthcare quality and value. He has more than 20 years of experience in executive leadership, financial management, data analytics, measure development and partnership creation across healthcare. He joins PQA from Kiser Healthcare Solutions, the independent consulting firm he founded that serves leading organizations in clinical quality, data exchange and analytics.

"Reid is a creative and analytical thinker who will help PQA address new opportunities to improve medication safety and appropriate use," said Laura Cranston, RPh, PQA Chief Executive Officer, said. "His experience in leadership, innovation, product development, and operations is an important addition to our team as we work to meet the medication quality needs of an evolving market. He will be a catalyst for PQA's continued growth as a quality organization."

A member of PQA's senior leadership team, Kiser will help shape PQA's organizational strategy, while leading the performance measurement and research teams and overseeing PQA's measure use and licensing programs.

"It is an honor and privilege to join the talented and passionate PQA team," Kiser said. "PQA's cross cutting roles as measure developer, quality educator, researcher and convener are a perfect match for addressing and improving the opportunity to achieve high-quality, patient-centered care."

Previously, Kiser was the executive lead for an industry-leading analytics software solution for quality measurement, reporting, and improvement. He also served as UnitedHealthGroup's National Director in the Clinical Excellence Division where he managed operations and analytics associated with Accreditation, HEDIS® and performance improvement initiatives, and developed enterprise-wide business intelligence tools. Prior to UnitedHealthGroup, Kiser served in a variety of capacities at NCQA, the nation's largest accreditor of health plans, and CAQH.

Kiser earned a Bachelor of Science degree in Biochemistry and Biophysics from the University of Houston and a Master of Science degree in Evaluative Clinical Sciences from Dartmouth.

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