
BIOGRAPHICAL SKETCH

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NAME: Marthe Rachel Gold

eRA COMMONS USER NAME (credential, e.g., agency login): MARTHEGOLD

POSITION TITLE: Professor Emerita, CUNY School of Medicine

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
Tufts University of Medicine	MD	06/1980	Medicine
Columbia University School of Public Health	MPH	05/1986	Public Health

A. Personal Statement

Trained initially as a family physician, I have worked in rural and urban primary care medicine, in federal health policy, and in academia. My academic career has been at the University of Rochester and at the City University of New York School of Medicine, where I chaired the Department of Community Health and Social Medicine (1997-2013), in a school whose mission is to increase the pipeline of minority and lower income students who enter medicine and practice primary care in settings that care for traditionally underserved populations. In both theory and practice I have had a keen interest in health equity and in resource allocation as it advances the health of individuals and populations and worked on projects that sought assist communication efforts from less advantaged groups.

On the medical care delivery side as well as the public health system side I have worked in the arena of priority setting for resource allocation. As Senior Scholar within NYAM's Center for Evaluation & Applied Research (CEAR), I had extensive experience guiding mixed-methods evaluation projects that include elements of community participatory research, public deliberation, and economic evaluation.

Earlier in my career, while at the Department of Health and Human Services (DHHS) I directed the work of the U.S. Panel on Cost-effectiveness in Health and Medicine (1993-1996) serving as principal editor of its 1996 report, a volume that sought to standardize CEA methods in CEA for both medical care and primary prevention-directed interventions. The panel's report has been widely disseminated and used both in the U.S. and internationally.

I have contributed to a number of Institute of Medicine (IOM) committees, chairing its Committee on Strategies to Strengthen Public Health, whose three reports focused on metrics, law, and financing strategies for improving population health. I served as a National Academy of Medicine (NAM) committee member on Leading Health Indicators for use with Healthy People 2030. I have been a longstanding member of the Scientific Advisory Committee for America's Health Rankings.

Relevant Publications: Public Deliberation: Citizen Input to Decision-making in Health and Health Care

My interest in the use of cost-effectiveness in decision-making for medical care led me to seek understanding of how members of the public value and prioritize health and medical care. During a sabbatical in 2003, I spent time in local and national (NICE) United Kingdom venues observing approaches to use of deliberative methods intended to inform resource allocation and policy making in health care. Subsequent to this, as an “early adapter” of this method I developed and implemented demonstrations of public deliberation in the U.S, participating in three AHRQ-supported efforts (as PI, consultant, and co-PI) that tested these processes in different policy-related contexts. Most recently I have used these methods to gauge public views on which individuals should receive priority for COVID vaccination.

1. Wang G, Gold M, Siegel J, Sofaer S, Yang M, Mallery C, Carman KL. Deliberation: obtaining informed input from a diverse public. *J Health Care Poor Underserved* 2015 26(1):223-42. PMID:25702739
2. Gold MR, Realmuto L, Scherer M, Kamler A, Weiss L. Community priorities for hospital based prevention initiatives: Results from a deliberating public. *J Pub Health Practice and Manag.* 2018 24(4):318-325 PMID: 28650413
3. Tugendhaft A, Danis M, Christofides N, Kahn K, Erzse A, Gold M, Twine R, Khosa A, Hofman K. CHAT SA: Modification of a Public Engagement Tool for Priority Setting for a South African Rural Context. *Int J Health Policy Manag.* 2020 Jul 8. doi: 10.34172/ijhpm.2020.110. Epub ahead of print. PMID: 32654436.
4. Scherer M, Kamler A, Weiss L, Blacksher E, Jeavons J, Gold MR. Using Public Deliberation to Set Priorities: The Case of COVID-19 Vaccine Access in New York City. *J Public Health Manag Pract.* 2022 28(1):86-94. PMID: 32654436

B. Positions and Honors

Employment

- 1980-83 Residency in Family Medicine, Highland Hospital/University of Rochester
- 1983-90 Attending Physician – O’Connor Division of Mary Imogene Bassett Hospital
- 1983-90 Assistant Professor (Clinical) Family Medicine – Highland Hospital/University of Rochester
- 1990-96 Senior Policy Advisor – Office of the Assistant Secretary for Health/Disease Prevention and Health Promotion
- 1990-96 Associate Professor (Clinical) Family Medicine – Highland Hospital/University of Rochester
- 1997-2013 Logan Professor and Chair – Department of Community Health and Social Medicine, CUNY School of Medicine. City College of New York
- 2009-15 Professor Health Policy, CUNY School of Public Health at Hunter
- 2013-14 Visiting Scholar, New York Academy of Medicine
- 2014-15 Logan Professor of Community Health and Social Medicine. City College of New York
- 2015-21 Senior Scholar, New York Academy of Medicine
- 2021- Logan Professor Emerita, CUNY School of Medicine

Other Experience and Professional Memberships

- 1988- Member, Physicians for a National Health Program
- 1993 Member, White House Task Force on Health Care Reform
- 2002- Member, Expert Panel (Methods) on State Rankings, United Health Foundation

- 2004-05 Member, Committee to Evaluate Measures of Health Benefits for Environmental, Health, and Safety Regulation. Institute of Medicine
- 2008- Member, International Society for Priorities in Health Care (Management Committee 2010 -)
- 2009-12 Chair, Committee on Public Health Strategies to Improve Health, Institute of Medicine
- 2013-20 Member, Round Table on Population Strategies to Improve Health, Institute of Medicine
- 2014-16 Chair, International Society for Priorities in Health
- 2018- Member, Advisory Group Institute for Clinical and Economic Review. New England CEPAC.
- 2019- Chair, Executive Advisory Board, CUNY School of Medicine

Honors

- 1980 AOA Medical Society
- 1984 John Snow Investigators Award – National Rural Health Association
- 1990 Luther Terry Fellowship (awarded)
- 1995 Blue Ribbon Award – North American Primary Care Research Group
- 1997 Rockefeller Foundation – Bellagio Study Center – Scholar in Residence
- 2006. Elected to the Institute of Medicine

C. Contributions to Science

Underserved and Minority Populations in the Health Sector

Concerns about inequitable outcomes in the health care sector for minorities and for economically disadvantaged individuals has been an important theme in my practice and in my research. An early paper co-authored with Fiscella, Franks and Clancy described the interaction of poor quality and health outcomes. In practice I have worked to develop methods that are designed to give non-English speakers and persons with educational disadvantage techniques for improving their facility to ask questions and share in decision-making.

1. Richmond J, Powell W, Maurer M, Mangrum R, Gold MR, Pathak-Sen E, Yang M, Carman KL. Public mistrust of the U.S. Health Care System's profit motives: Mixed-Methods results from a randomized controlled trial. *J Gen Intern Med* 2017; 32:1396-1402. PMID:5698226
2. Lu WH, Deen D, Rothstein D, Santana L, Gold MR. Activating community health center patients in developing question formulation skills: A qualitative study. *Health Education and Behavior* 2011 38;6:637-45 PMID:21558464
3. Maranda MJ, Deen D, Elshafey S, Herrera M, Gold MR Response to a patient activation intervention among Spanish-speaking patients at a community health center in New York City. *J Health Care Poor Underserved* 2014 25(2):591-604. PMID:24858870
4. Fiscella K, Franks P, Gold MR, Clancy CM. Inequality in quality: Assessing socioeconomic, racial and ethnic disparities in health care. *JAMA* 2000 283:2579-2584. PMID:10815125

Measuring and Strengthening Population Health Outcomes

During the Clinton health care reform effort, I led a project to educate decision makers as to the economic benefits of population-based approaches to health improvement. That publication, "For a Healthy Nation: Returns on Investment in Core Public Health Functions" was a Department of Health and Human Services report that was widely disseminated in policy circles. In my research I have demonstrated the impact of social disadvantage on both health-related quality of life and on mortality. As Chair of the Institute of Medicine's

Committee on Public Health Strategies to Improve Health (2011-13) I guided the development of reports on measurement, policy and the law, and investment strategies that could contribute to population health. These publications have had wide circulation within the public health community, and newly implemented strategies for measuring, reporting, and redesign of health departments reference this work.

1. Magnan S, Gold M, Isham G. Healthier People: Setting Targets for Life Expectancy and Health Care Expenditures. Am J Public Health 2020;110:1733-34. PMID: 33180586
2. Institute of Medicine. 2011. For the Public's Health: The Role of Measurement in Action and Accountability. Washington DC: The National Academies Press
3. Muennig P, Franks P, Jia H, Lubetkin E, Gold MR. The income-associated burden of disease in the U.S. Soc Sci Med 2005 61;9:2018-26. PMID:15913866
4. Gold MR, Stevenson D, Fryback DG. HALYs and QALYs and DALYs, Oh My: Similarities and differences in summary measures of population health. Annu. Rev. Public Health 2002 23: 115-34. PMID:11910057

Economic Analyses and Resource Allocation

Work on standardizing approaches to the conduct of cost-effectiveness analyses has shaped my interests in its use in priority setting within health care delivery as well as in population health initiatives.

1. Kaplan RM, Gold M, Duffy SQ, Miller N, Glassman JR, Chambers DA, Ganiats TG, Bendt S, Wilson DK. Economic analysis in behavioral health: Toward application of standardized methodologies. Health Psychol 2019; 38(8):672-679. PMID:31368751
2. Baltussen R, Mitton C, Danis M, Williams I and M Gold. Global developments in priority setting in health. Int J Health Policy Manag. 2017 6(3):127-128. PMID:28812791
3. Neumann PJ, Farquhar M, Wilkinson CL, Lowry M, Gold MR. Lack of cost-effectiveness analyses to address Healthy People 2020 priority areas. Am J Pub Health. 2016 106(12):2205-2207. PMID:27631753
4. Gold MR, Sofaer S, Siegelberg T. Medicare and cost-effectiveness analysis: Time to ask the taxpayers. Health Affairs 2007 26;5:1399-1406. PMID:17848451

D. Recent Research Support

Current:

County Health Rankings and Roadmaps Blacksher (PI) 09/01/2021-12/31/2022

The goal of this project is to create a set of public deliberation resources that can be used in localities to facilitate discussions of health inequities and gain guidance from a diverse group of participants. **Role: Advisor.**

Completed:

New York State Health Foundation Gold (PI) 11/01/2020-02/28/2021

NYC COVID-19 Vaccine Access Public Deliberation.

The goal of this project is to obtain the guidance of a cross section of English-speaking New Yorkers for prioritizing allocation of COVID-19 vaccine under conditions of shortage. The project is intended to inform the decision making for the New York City Department of Health and Mental Hygiene.

United Hospital Fund Gold (PI) 10/05/2020-02/05/2021

NYV COVID – 19 Vaccine Access Public Deliberation

The goal of this project is to obtain the guidance of a cross section of English-speaking New Yorkers for prioritizing allocation of COVID-19 vaccine under conditions of shortage. The project is intended to inform the decision making for the New York City Department of Health and Mental Hygiene.

deBeaumont Foundation Gold (PI) 10/15/2020-2/15/2020

The goal of this project is to obtain the guidance of a cross section of New Yorkers for prioritizing allocation of COVID-19 vaccine under conditions of shortage. Results from this project inform the development of a web-based resource that can be used in other localities.

Altman Foundation

Gold (PI)

10/31/2020-2/28/2020

The goal of this project is to obtain the guidance of a cross section of New Yorkers for prioritizing allocation of COVID-19 vaccine under conditions of shortage. This grant supports two Spanish-speaking public deliberations.

ChangeLab FDN4054-0-0157-1

Gold & Weiss (PI's)

09/01/2017 – 11/30/2018

Using Public Deliberation to Inform Policy Action.

This project implemented and reported on public deliberations addressing community priorities for policy implementation addressing population health needs in U.S. communities. **Role: Co-PI**