Jeff Rivkin
Research Director, Payer IT Strategies

Jeff Rivkin is Research Director of Payer IT Strategies for IDC Health Insights responsible for research coverage on ACA/HIX Healthcare Reform, payer business and technology priorities, constituent and consumer engagement strategies, technology and business implications for accountable care, risk, quality-based payment, and incentive programs, among other trends and technologies important to the payer community.

BACKGROUND

Previously, Jeff Rivkin served for ten years as Enterprise Architect at CareFirst Blue Cross/Blue Shield, responsible for building business and technology alignment roadmaps for the ACA/HIX Health Reform, Mandated Implementations, and Provider Network domains to ensure alignment of annual and tactical IT project planning with business goals. Jeff Rivkin has also worked at Magellan Health Services as Lead Data Architect, where he developed the Enterprise data model for the enterprise data warehouse and implemented data management processes and best practices.

EDUCATION/INDUSTRY ACCOMPLISHMENTS

- University of Maryland, M.S. in Computer Systems Management
- CHRS- Certified Healthcare Reform Specialist
- PAHM- Professional, Academy for Health Care Management
- CPEHR- Certified Professional, Electronic Health Records
- CBIP- Certified Business Intelligence Professional
- CCP- Certified Computing Professional
- CDP- Certified Data Processor
- Harvard School of Public Health, Continuing Education Certificate
  - Leadership Strategies for Information Technologies in Health Care
- Published magazine author