

Dr. Cameron Muir (he/him/his)

Chief Innovation Officer, NPHI



Dr. Cameron Muir serves as the Chief Innovation Officer for the National Partnership for Healthcare and Hospice Innovation (NPHI) where he established and oversees the NPHI Innovation Lab. Unique in the hospice space, the Lab focuses on population health, claims analytics, practice optimization, and other systematic approaches to enhance and improve advanced illness care for NPHI members. Cameron is a nationally recognized physician, educator and executive leader in hospice, palliative medicine, and advanced illness care. He is the Principal and Founder of CMC, Cameron Muir Consulting, LLC, where he works with healthcare provider organizations to help them innovate and develop or enhance high-quality value-based care and payment models.

In additional innovations work, Dr. Muir has served as the medical director for a Medicare Innovations (CMMI) high-needs ACO REACH program, where he worked with multiple advanced illness provider organizations to develop standardized approaches to claims analytics, quality measurement, and care coordination strategies to help drive double-digit savings in year one of the program. Dr. Muir also served as an executive leader for a PACE (Program for All-Inclusive Care of the Elderly) program, where he was responsible for oversight of both the clinical and medical director for this start-up PACE program.

Dr. Muir received his medical degree from the University of Virginia School of Medicine and completed his residency in internal medicine at Dartmouth-Hitchcock Medical Center. He also earned fellowships in bioethics at the University of Chicago Medical Center and in Medical Oncology and Hospice and Palliative Medicine at Northwestern University Feinberg School of Medicine. Dr. Muir is Board Certified in Hospice and Palliative Medicine and Internal Medicine.

For sixteen years (2002-2018) Dr. Muir served as the Chief Medical Officer and EVP for Clinical Services at Capital Caring Health (CCH). As CMO, he recruited and managed a medical team of over 60 professionals who delivered over 260,000 hospice and palliative care encounters. Additionally, Dr. Muir developed systems of quality advanced illness care that resulted in the publication of over a dozen peer-reviewed articles defining innovations and best practices in advanced illness care. He also managed teams devoted to business development, marketing, and communications.

Dr. Muir has been married for nearly 30 years and has two grown children and a Labrador retriever. He enjoys running, cycling, sailing, and playing his grandfather's bagpipes.

All press-related inquiries **must** go through Matt Wilkinson at mwilkinson@hospiceinnovations.org.