

## Geraldine McGinty Appointed Chief Strategy Officer, Weill Cornell Medicine Physician Organization



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[Dr. Geraldine McGinty](#) has been named Chief Strategy Officer for the [Weill Cornell Medicine Physician Organization \(WCMPO\)](#), New York, which has more than 1400 members. McGinty takes on this role in addition to her clinical practice.

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Dr. McGinty told *HealthManagement*, "My role as Chief Strategy Officer for the Weill Cornell Medicine Physician Organization reflects a recognition that even as we continue to deliver world class care to our patients that we need to grow in a purposeful way. Our strategic planning process must identify our particular strengths in order to build on them, tease out opportunities for improvement so that we can develop our people and processes more effectively and communicate a clear message internally and to our community about who we are and what's important at Weill Cornell. Our external environment is competitive and dynamic. From the uncertainty currently surrounding the Affordable Care Act and Medicaid to the promise of precision medicine we will constantly need to adapt and evolve. Having a clear set of strategic goals will enable us to meet these challenges and continue to offer our patients the very best care."

Dr. McGinty has volunteered in economics work for the American College of Radiology (ACR) for more than 10 years, serving in the past as an advisor to the CPT Editorial Panel, the JCAHO and the National Quality Forum. She was Chair of the ACR's Commission on Economics and the radiology member of the AMA's Relative Value Update Committee from 2012-2016.

In May 2016 she was elected as the Vice Chair of the ACR's Board of Chancellors, the first woman to hold this office. She was until 2013, Managing Partner of a 70 physician multispecialty medical group on Long Island, and joined Weill Cornell Medicine in 2014.

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