
Spreemo Appoints Dr. Richard Herzog as Executive Director & Dr. Miriam Makhoulf as its Director



[Spreemo](#), the healthcare analytics platform that facilitates better patient care through innovative clinical research, data science and network management, has named Richard Herzog, M.D., as Executive Director of the Quality Research Institute (QRI) and Miriam Makhoulf, Ph.D., as its Director of Research Operations and Informatics.

Dr. Herzog has served as a Senior Medical Advisor to Spreemo since 2013, a position he held while concurrently serving as Director of Spinal Imaging and Chief of Teleradiology at the Hospital for Special Surgery (HSS) in New York City. In his expanded role as Executive Director of QRI, Dr. Herzog will oversee the development of research initiatives to define, measure and benchmark quality in radiology. In addition, he will act as a principal investigator on various clinical research studies and also function as an advisor to the data science team.

"Spreemo is rapidly expanding its research initiatives around not only defining quality, but also assessing its impact on patient outcomes," said CEO Ron Vianu. "Dr. Herzog has been an integral team member in this regard, and we are thrilled to have him take on a larger role within the company."

As a world-renowned expert in Musculoskeletal/Spine Radiology, Dr. Herzog brings a wealth of experience and knowledge to Spreemo. With over 50 peer-reviewed published articles, Dr. Herzog's research and insights are well known in the medical and scientific communities. Further, he has been listed in the Consumer's Research Council of America's 'Guide to America's Top Radiologists' and as one of Castle Connolly's 2016 Top Doctors.

"In my role as Director of Spine Radiology at Hospital for Special Surgery, and previously as an Associate Professor of Radiology at The University of Pennsylvania, I can appreciate first-hand the potential impact of diagnostic errors on treatment pathways and patient outcomes," added Dr. Herzog. "I am extremely excited to be part of a team that is working to add scientific rigor to the understanding of quality on a national scale."

As Director of Research Operations and Informatics, Dr. Makhoulf will play an instrumental role in expanding Spreemo's quality analytics capabilities and securing additional research partnerships to support the company's mission of delivering high-quality patient care.

Dr. Makhoulf has 12 years of clinical research experience in neuroimaging, motor control disorders, data analytics, and mobile healthcare. At Philips Healthcare, she managed the deployment of a cloud-based analytics application system for intensive care units of Montefiore Medical Center. Serving as co-chair for the Continua Health Alliance End-to-End Architecture Task Force, and vice chair of an IEEE Personal Health Device Work Group, she led the development of industry standards for interoperable remote monitoring systems. Dr. Makhoulf earned her Ph.D. from MIT and Harvard Medical School. She carried out computational modeling research at MGH Martinos Center for Biomedical Imaging and MGH Center for Laryngeal Surgery and Voice Rehabilitation.

"Spreemo is working to expand its objective quality metrics and insights in order to ensure the most appropriate treatment choices for patients," stated Dr. Makhoulf. "I look forward to working with like-minded research and healthcare partners to strengthen our analytics capabilities in order to meet the increased need for data-driven insights into quality of care."

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