

## **Kathie S. Zimbro, PhD, R.N.**

Director, Clinical & Business Intelligence & Quality Research Institute  
Sentara Healthcare

Kathie Zimbro has almost 40 years experience in health care. She serves as Adjunct Associate Professor for the College of Health Sciences, Old Dominion University and the Sentara College of Health Sciences. The focus of her work is policy and health services evaluation studies that address health care concerns for citizens of Virginia and Northeastern North Carolina. Of particular interest are low-income populations and uninsured populations.

Dr. Zimbro leads Sentara Healthcare in planning and implementing enterprise wide information systems to enable both distributed and centralized business and clinical intelligence. She provides technology vision and leadership for developing and implementing information-engineering initiatives that improve clinical and business intelligence, health care service quality, and business development in a rapidly changing, competitive marketplace.

Her substantive research includes the use of performance measures in hospitals, physician offices, and managed care settings. Additional research interests include the use of predictive modeling in health care settings, health care services for high risk pregnant women, health care services for people with diabetes, palliative care, chronic care initiatives including Medicare Part D benefits, and presenteeism in the workplace.

Dr. Zimbro earned a PhD in Urban Services from Old Dominion University and has a graduate degree in nursing administration. She is a certified Six Sigma Black Belt through the Juran Institute.