



ALLIANCE OF INDEPENDENT
ACADEMIC MEDICAL CENTERS
Weinberg Award Application Form

Name of Nominee: Deborah (Deb) Simpson, PhD

Nominee Title: Academic Affairs Education Director

Institution: Advocate Aurora Health

Phone: 414-219-7270

E-Mail: deb.simpson@aah.org

Contact Information for Individual Completing This Application:

Same as above; skip to question 1 -OR-

Your Name: Jacob Bidwell, MD & Tricia La Fratta, MBA

Your Job Title: DIO & VP of Medical Education WI / Manager, Medical Education WI

Your Institution: Advocate Aurora Health

Phone: 262-832-4803

E-Mail: Jacob.bidwell@aah.org / tricia.lafratta@aah.org

1. Please describe the nominee's leadership in academic medicine, both locally and nationally:

Dr. Deb Simpson serves as Director of Medical Education for Advocate Aurora Health in Wisconsin and Illinois. Her leadership role spans the full spectrum of medical education from medical students to continuing medical education for practicing physicians. She has led our National Initiative projects from the beginning. Deb is a Deputy Editor for the *Journal of Graduate Medical Education* and a member of the Board for the Alliance of Independent Academic Medical Centers, the Psychiatry Residency Review Committee of the ACGME, and the ACGME Task Force on Physician Well-Being.

2. How has the nominee served as an advocate for the independent academic medical Center (IAMC)? Deb has represented Advocate Aurora Health (formerly Aurora Health Care) on numerous local, regional, and national committees and boards. She is a tireless advocate for the work we do at Advocate Aurora Health to advance graduate medical education in our large integrated health care delivery system. She is an advocate for medical education in this community based health care setting as this environment is where most people access health care in the country and where learners gain real world clinical experience. The following are just the ways she has represented our health system at the AiAMC and advocated for independent academic medical centers in general.

- Director, AIAMC Board 2015 – 2021
- Co-Chair, Programming Committee 2019 – 2021
- Member, Programming Committee 2019 –
- Member, CIAQ for NI VIII 2021 –
- Member, CIAQ for NI VII 2019 – 2021
- Member, CIAQ for NI VI 2017 – 2019
- Team Leader, NI VIII 2021 –
- Team Leader, NI VII 2019 – 2021
- Team Leader, NI VI 2017 – 2019
- Team Member, NI V 2015 – 2017
- Team Member, NI IV 2013 – 2015
- Annual Meeting Planning Committee Member every year since 2015
- Annual Meeting Selection Committee Member every year since 2015 (selection of breakout sessions and posters)
- Presenter, AIAMC Ann Mtg & NI Mtgs Multiple years

3. Please describe how the nominee has articulated his/her vision for the future of academic medicine in the IAMC:

Deb clearly articulates her vision through her leadership and scholarship in our health system. She has been a champion for academic medicine in Advocate Aurora Health through her work with leaders to determine the value of medical education for our health system. She has written more than 700 invited/peer-reviewed presentations and 185 invited/peer-reviewed publications in medical education that reflect her primary interests in clinical teaching effectiveness, faculty development and vitality for clinician educators, documenting faculty contributions in education consistent with criteria for educational scholarship, workplace learning across the continuum of physician education, interprofessional education aligning with clinical care markers for quality patient experience, and provider well-being to support the highest quality of education and patient care.

Deb has written and presented on the future of academic medicine. Most recently she authored an article entitled “Envisioning Graduate Medical Education in 2030”.

4. Has the nominee received national recognition for his/her contributions to academic medicine?

Yes No

If yes, please describe:

Deb was a member of MCW’s (Medical College of Wisconsin) Society of Teaching Scholars the first holder of the Elsa B and Roger D Cohen MDs CHW (Children’s Hospital of Wisconsin)/MCW Professorship in Medical Education, and the first female to receive the college’s Distinguished Service Award. Nationally, Deb has received the STFM Excellence in Education Award for faculty development; a McCann Faculty Scholar for mentoring; the AAMC-GEA’s Merrill Flair Award; and two AIAMC Innovation Awards related to CLER & Geriatric Fast Facts.

5. If chosen for this award, will the nominee be present to receive it at the AIAMC 2022 Annual Meeting, to be held March 24th – 26th at the Loews New Orleans Hotel in New Orleans, Louisiana? The award will be presented on the evening of Friday, March 25th.

Yes No Not Sure Due to Travel Restrictions