

PROMOTION RECOMMENDATION
UNIVERSITY OF MICHIGAN
MEDICAL SCHOOL
DEPARTMENT OF INTERNAL MEDICINE

Approved by the Regents
May 14, 2009

Susan Dorr Goold, M.D., associate professor of internal medicine, with tenure, Department of Internal Medicine, Medical School, is recommended for promotion to professor of internal medicine, with tenure, Department of Internal Medicine, Medical School.

Academic Degrees:

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| M.A. | 1994 | Michigan State University |
| M.H.S.A. | 1992 | University of Michigan, School of Public Health |
| M.D. | 1987 | University of Michigan |
| B.A. | 1983 | University of Colorado |

Professional Record:

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| 2001-present | Associate Professor of Internal Medicine, University of Michigan |
| 1994-2001 | Assistant Professor of Internal Medicine, University of Michigan |
| 1992-1994 | Lecturer, Department of Internal Medicine, University of Michigan |

Summary of Evaluation:

Teaching: Dr. Goold contributes greatly to the teaching mission of the Medical School, the University, and beyond. In the Medical School, she oversees and often directly teaches much of the curriculum in ethics and professionalism. In the outpatient internal medicine resident clinic, intern report, and noon conferences, she brings attention to advance directives, breaking bad news, valid consent, surrogate decision making and rationing in patient care settings. She teaches research ethics (including a semester course) and informed consent to trainees, research personnel and investigators who engage in human subject research. She teaches resource allocation, approaches to moral decision making, and conflicts of interest in the schools of business, engineering, and public health among others. She has served on doctoral thesis committees for the University of Toronto and the University of Bergen. Finally, she teaches outpatient general medicine to residents and students, where she is considered an excellent role model.

Research: Dr. Goold's research focuses on resource allocation, ethics and health policy and the interplay between medicine, money and ethics, using a variety of methods (including philosophical argument). She invented a method (the CHAT- Choosing Healthplans All Together-simulation exercise) based on deliberative democratic principles that involves the public directly in health spending priorities. CHAT-based research has led to more than ten peer-reviewed publications since her appointment as associate professor. Many scholars and

policy makers consider CHAT a seminal contribution to citizen engagement in priority setting; over 100 licensees have used CHAT in more than 20 states and several countries to understand public priorities, often to design a “basic” or “essential” set of covered health services. For example, the state legislature of Oklahoma created a Core Health Benefit Task Force that will use data from a statewide CHAT effort (2007-08, ongoing) to inform legislative efforts. In May 2008, the Ohio Insurance Department announced they would use CHAT statewide to gather information about the uninsured; commissioners in Montana and South Dakota are planning similar ventures. The Robert Wood Johnson Foundation State Coverage Initiative annual meeting for state officials features CHAT sessions for participants. In India, the Micro Insurance Academy is using CHAT to identify an optimum match between largely poor, rural clients’ needs for healthcare, available supply of healthcare and demand for healthcare. Dr. Goold and collaborators have attracted foundation grants for CHAT-related research. She is one of a handful of scholars in the U.S. investigating the use of deliberative procedures to engage citizens in policy making and to study public views, values and preferences related to a complex policy question. She was invited to describe such methods for a chapter in Empirical Bioethics: A Primer for Conducting Empirical Research in Bioethics, “Deliberative Procedures in Bioethics.” Other research reflects Dr. Goold’s agenda and expertise in justice, economics, health policy and ethics. A national survey of medical school department chairs about conflicts of interest was published in *JAMA* in late 2007. An ongoing R01 examines post-trial access to care for insured and uninsured research participants. With a graduate student in health management and policy, she received a Robert Wood Johnson Foundation grant to conduct a national study of resource allocation decisions by local public health officials. She co-directs the Research Ethics and Integrity Unit of MICH-R. Dr. Goold’s expertise in deliberative procedures and “money, medicine and ethics,” and her invention of the CHAT tool has led to invited chapters and essays, (e.g., on the Massachusetts Health Reform Act for the Hastings Center Report), consultations (e.g., for the CDC and the Congressionally appointed Citizens Healthcare Working Group), appointments (e.g., the AMA Council on Ethical and Judicial Affairs) and invitations (e.g., as visiting associate professor at the Health Services Research Centre at Victoria University, Wellington, and as keynote speaker for the 2006 International Conference on Health Priorities and the 18th Annual Intermountain Medical Ethics Conference).

Recent and Significant Publications:

Campbell EG, Weissman JS, Ehringhaus S, Rao SR, Moy B, Feibelman S, Goold SD: Institutional academic industry relationships. *Journal of the American Medical Association* 298(15):1779-86, Oct 17, 2007.

Goold SD, Biddle AK, Klipp G, Hall C, Danis M: Choosing healthplans all together: A deliberative exercise for allocating limited health care resources. *Journal of Health Politics Policy and Law* 30(4), August 2005.

Goold SD, Green SA, Biddle AK, Benavides E, Danis M: Will insured citizens give up benefit coverage to include the uninsured? *Journal of General Internal Medicine* 19(8):868-874, Aug. 2004.

Goold SD, Klipp G: Managed care members talk about trust. *Social Science and Medicine* 54(6):879-888, March 2002.

Goold SD: Trust and the ethics of healthcare institutions. *Hastings Center Report*. 26-33, Nov-Dec, 2001.

Service: Dr. Goold devotes a considerable amount of time to the Bioethics Program, which she has directed since 2001. She successfully recruited and contributed to the hiring of four new faculty. She has served on numerous Medical School committees, including the Conflict of Interest Review Board and the Ethics Committee of the Pandemic Planning Group. Service on several university-wide efforts, e.g., for the Life Sciences and Society Program and Presidential Initiative on Ethics in Public Life led to her selection as co-director for the latter for 2007-2008. Nationally, she served on the board of directors for the American Society for Bioethics and Humanities. She devotes considerable time to the AMA Council on Ethical and Judicial Affairs, and serves on a national Task Force on Promotions and Tenure in Bioethics. Internationally, she holds office as secretary for the International Society on Health Priorities.

Professional Work: Dr. Goold attends and precepts general medicine clinic in the Taubman Center two half-days per week since August 2007. Prior to 2007, she cared for patients in a general medicine half-day clinic at the Ann Arbor VA Health System.

External Review:

Reviewer A: “Dr. Goold has had a very distinguished career in bioethics...I rank her contributions to ASBH, in particular, as stellar examples of her service to bioethics at the national level and also as evidence for the high regard in which she is held by her peers.”

Reviewer B: “I have been very impressed by Dr. Goold’s written work. Her exploration of the concept of trust and the role it plays in setting the ethical environment of the hospital or other institutions in health care is both novel and very influential.”

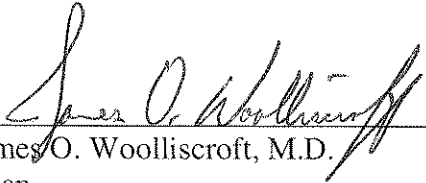
Reviewer C: “Her work on institutional ethics issues in the context of managed care has no doubt led to improved quality of health care delivery within increasingly strained institutional settings.”

Reviewer D: “While there are many health policy analysts working around the world today, Dr. Goold is one of the few who is both a practicing physician and a deft empirical researcher. Thus, she has a unique niche at the interface of three fields—clinical medicine, medical ethics, and health policy. She is one of perhaps a dozen people in the United States who have successfully managed to work across these three domains.”

Reviewer E: “...Dr. Goold represents a new kind of bioethics scholar with expertise in both empirical and conceptual research methods. She is a productive writer and researcher, a productive teacher, and a person whose wisdom and experience have been recognized by her calls to service at a local and national level.”

Summary of Recommendation:

Dr. Goold has created an internationally recognized research program that focuses on resource allocation, ethics and health policy, and interplay between medicine, money and ethics. Her work has been continually funded. She has made major contributions to our education and clinical programs both at the Medical School and university-wide. We are pleased to recommend Susan Dorr Goold, M.D. for promotion to professor in the Department of Internal Medicine.



James O. Woolliscroft, M.D.

Dean

Lyle C. Roll Professor of Medicine

May 2009