

PROMOTION RECOMMENDATION
UNIVERSITY OF MICHIGAN
MEDICAL SCHOOL
DEPARTMENT OF OTORHINOLARYNGOLOGY

Approved by the Regents

May 14, 2009

Jeffrey E. Terrell, M.D., associate professor of otorhinolaryngology, with tenure, Department of Otorhinolaryngology, Medical School, is recommended for promotion to professor of otorhinolaryngology, with tenure, Department of Otorhinolaryngology, Medical School.

Academic Degrees:

M.D.	1988	Harvard University
B.A.	1984	University of Chicago

Professional Record:

2001-present	Associate Professor of Otorhinolaryngology, University of Michigan
1994-2001	Assistant Professor of Otorhinolaryngology, University of Michigan
1993-1994	Lecturer, Department of Otorhinolaryngology, University of Michigan

Summary of Evaluation:

Teaching: Dr. Terrell is well recognized as an enthusiastic teacher both within the department and the Health System, as well as beyond our institution. His teaching excellence was formally recognized by graduating otolaryngology residents in 1999 when he received the first annual Frank N. Ritter Award for Excellence in Teaching. A full 10-15% of his effort while associate professor has been dedicated to teaching and educational activities. Otolaryngology attending physicians are on the clinical service 12 months a year, and Dr. Terrell provides clinical instruction to rotating residents or M3-M4 medical students essentially each day. He is known for his thoroughness, depth of knowledge, and drive to bring out the best in his trainees whether in the clinic or operating room. He makes great use of videoendoscopy technology to make clinical examinations meaningful educational experiences for all level of student. His didactic teaching accomplishments are likewise excellent and also diverse. For M2 students, he has taught the course in the Special Senses sequence on nose and paranasal sinus anatomy, physiology, and pathophysiology for several years. For upper level medical students, he taught for two years in an advanced head and neck surgical anatomy course, and also developed the curriculum for an online clinical therapeutics course. The latter course involved creation of detailed case-based presentations and video material, and Dr. Terrell is particularly known for his creative use of technology in teaching. For otolaryngology residents and upper level medical students, he co-leads a weekly rhinology conference. This commits about 50 hours per year of his time, and is the foundation of instruction in this core subject. He also is the instructor for

incoming medical/surgical/pediatric residents and fellows on clinical information systems. Dr. Terrell is also an active peer educator. He has lectured extensively, (both CME and non-CME) to other departments (otolaryngologists and non-otolaryngologists), local hospitals, academic meetings and forums, and physician groups on medical management of allergies and sinusitis and advanced techniques in sinus surgery, as well as on outcomes research. In 2008, he was guest of honor at the 26th Alexandria International Combined Otolaryngology meeting in Egypt. His clinical informatics interest and expertise has also led to teaching activities on clinical information systems, formally and informally, to colleagues in many different settings. He additionally has taught Lean Process improvement or “Toyota Production System” lectures to a national and international audience as part of UMHS/School of Engineering Lean Healthcare Certificate program (average evaluations 4.6 on scale of 5), the UMHS internal lean four-day course, as well as at the Spectrum Health System Quality Improvement Leadership Meeting. He also did this for a local company, Xoran Technologies.

Research: Dr. Terrell has demonstrated consistent scholarly productivity throughout his tenure as associate professor and has an admirable record of external funding. His work focuses on two areas, outcomes research with an emphasis on head and neck cancer, and rhinology. He has built upon his earlier highly successful development of the University of Michigan Head and Neck Quality of Life instrument (HNQOL) through personal work and widespread collaborations. The HNQOL instrument has been requested to be used by at least ten American academic centers, three pharmaceutical companies, and 14 international academic and research institutions and likely by many other organizations. Translations in Chinese, Korean, Spanish and German have been performed. Subsequent to his development of the HNQOL, other multi-item, multi-domain QOL instruments have been developed, and the prior versions of the first generation QOL instruments (the FACT-HN and EORTC modules) have been modified to resemble a more valid multi-domain format, as found in the HNQOL. Likely the pinnacle of his QOL research has been serving as co-PI on the epidemiology grant awarded to the UMHS Specialized Program of Research Excellence (SPORE) program and the UMHS comprehensive cancer center for a project entitled “Molecular Markers, Health Behaviors and Comorbidities as Predictors of Tumor Recurrence, Survival and Quality of Life in Head and Neck Cancer.” This five-year, \$1.25 million project has accrued over 600 patients from UMHS, the Ann Arbor VA, and Henry Ford hospitals and has serial clinical data as well as tissue and serum which will answer important research questions. As the sole otolaryngologist on the project team, his responsibilities have included clinical design, overseeing project management, assuring data accuracy, data analysis planning and interpretation, and coordinating the collaborative efforts. His research group has further collaborated with many “outside” researchers, including a group in Spain that is investigating HPV levels in biologic samples provided through this study. He has also been active in research related to his primary area of clinical practice, rhinology and sinus surgery, and has enjoyed success in translating the clinical outcomes research skills to the field of rhinology. He has mentored and worked closely with his junior rhinology colleague in the department, Dr. Melissa Pynnonen, in this regard and recently was successful in securing private funding for a widely applicable study on nasal saline. This ~\$73,000 one-year study was recently published and received widespread attention in the national media including the *Washington Post*, the *Wall Street Journal*, and *U.S. News and World Report*. Their success in securing funding for the saline study was shortly thereafter followed by another privately-

funded, one year, ~\$65,000 randomized study on the effectiveness of probiotic bacteria (vs. placebo) to decrease symptoms in patients with chronic inflammatory rhinosinusitis.

Recent Significant Publications:

Mukerji SS, Duffy SA, Fowler KE, Khan M, Ronis DL, Terrell JE: Comorbidities in head and neck cancer: Agreement between self-report and chart review. *Otolaryngology-Head and Neck Surgery* 136 (4): 536-542, 2007.

Duffy SA, Ronis DL, Valenstein M, Lambert MT, Fowler KE, Gregory L, Bishop C, Myers LL, Blow FC, Terrell JE: A tailored smoking, alcohol, and depression intervention for head and neck cancer patients. *Cancer Epidemiol Biomarkers Prev* 15(11):2203-08, 2006.

Cheng SS, Terrell JE, Bradford CR, Ronis DL, Fowler KE, Prince ME, Teknos TN, Wolf GT, Duffy SA: Variables associated with feeding tube placement in head and neck cancer. *Arch Otolaryngol Head Neck Surg* 132(6):655-61, 2006.

Taylor JC, Terrell JE, Ronis DL, Fowler KE, Bishop C, Lambert MT, Myers LL, Duffy SA, Bradford CR, Chepeha DB, Hogikyan ND, Prince ME, Teknos TN, Wolf GT, University of Michigan Head and Neck Cancer Team: Disability in patients with head and neck cancer. *Arch Otolaryngol Head Neck Surg* 130(6):764-9, 2004.

Terrell JE, Ronis DL, Fowler KE, Bradford CR, Chepeha DB, Prince ME, Teknos TN, Wolf GT, Duffy SA: Clinical predictors of quality of life in patients with head and neck cancer. *Arch Otolaryngol Head Neck Surg* 130(4):401-8, 2004.

Service: Dr. Terrell has an impressive record of service, and this is particularly evident in the area of information technology (IT). Contemporary healthcare emphasizes use of an electronic medical record, and Dr. Terrell has been front and center in the UMHS growth in this regard. He has served as co-chair, and now chair, of the Clinical Computing Advisory Committee (also commonly referred to as the Careweb committee). He has been instrumental in the development, implementation, and continued refinement of our clinical IT resources, and has thus had an impact upon everyone who delivers or receives care within the UMHS. He is also an avid Lean Healthcare advocate, and routinely speaks at the UMHS Lean in Health Care week long course. This again has wide-ranging impact upon the nature of care delivered at our institution. Dr. Terrell has also been elected and served as a two year representative to the Executive Committee on Clinical affairs (ECCA). With that commitment, he was chosen to attend the Global Institute for Leadership Development (GILD) program in recognition of his substantial and growing roles in service and leadership for our organization. He initiated projects to capture consultation billing electronically, and this has led to very substantial incremental improvements in charge capture. He also collaborated with audiology to have audiometric tests scanned to Careweb, and helped spearhead efforts to make audiometric records completely digital. These latter efforts again demonstrate his commitment to service with an emphasis on IT and Lean Healthcare.

Professional Work: Dr. Terrell's clinical work is focused in the area of rhinology, and encompasses a broad range of medical and surgical care provided in both the outpatient and inpatient settings. He was the founder and currently serves as co-director of the Michigan Sinus Center, and provides care at the Livonia Center for Specialty Care, the East Ann Arbor Surgical Center, and the main hospital campus. Simply put, Dr. Terrell is a superb clinician. He is known locally, regionally, nationally, and internationally as an expert in care of paranasal sinus disease. His thoroughness and knowledge base are legendary in the department. One of his internal reviewers from UMHS stated that Dr. Terrell "...has a superb reputation, being the 'go-to' doctor at UM and beyond for complex sinus disease." This view of his professional work reflects just how seriously Dr. Terrell takes his role in clinical care and just how accomplished he is.

External Review:

Reviewer A: "He has written several landmark studies which are very frequently quoted and referenced. Those studies have influenced a number of us in our thinking about quality of life in head and neck cancer patients."

Reviewer B: "I consider Dr. Terrell's scholarly attributes to be of a high standard. The papers that he is associated with and co-authored, are all well written and address important issues. He clearly is one of the more prominent Head and Neck Surgical Oncologists [of his cohort] from North America."

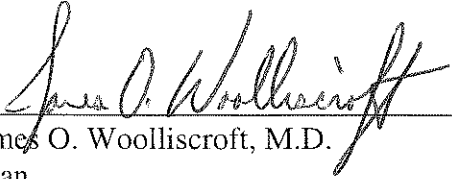
Reviewer C: "The head and neck cancer program at Michigan is a SPORE site and internationally recognized, and Dr. Terrell has, and continues to play, a key leadership role in the area of outcomes and quality of life assessment in that program."

Reviewer D: "Dr. Terrell's work in the area of quality of life in head and neck cancer, comorbidity in head and neck cancer, and assessment of predictors of treatment response and outcomes for patients with rhinosinusitis have been recognized for their high quality methodology and innovative research design....He is clearly a leader in these areas of research."

Reviewer E: "Dr. Terrell's accomplishments and national and international reputation in the field of Otolaryngology/Head & Neck Surgery are outstanding. He would be a valued colleague anywhere. As Professor of Otolaryngology, he will be in position to continue to make important contributions as a wonderful representative of the University of Michigan."

Summary of Recommendation:

Dr. Jeffrey E. Terrell has established a national and international reputation for scholarly achievement in both outcomes research for head and neck cancer and clinical trials in rhinology. His professional service as physician and surgeon are superb, and he has served our institution tirelessly in the areas of clinical information technology and Lean Healthcare practices. He is an award winning and enthusiastic educator for students and peers, and is helping to shape the future of medical education through innovation. With enthusiasm, Dr. Terrell is proposed for promotion to the rank of professor of otorhinolaryngology.



James O. Woolliscroft, M.D.

Dean

Lyle C. Roll Professor of Medicine

May 2009