

Leadership Spotlight: Dr. Travis Suss

by Makarios Masoad, PharmD

Travis Suss, PharmD, is a medical outcomes and analytics director at Pfizer. He received his PharmD from the University of Wisconsin-Madison School of Pharmacy, then did his residency at the Milwaukee V.A. Hospital, and stayed there for three years. Suss transitioned to Concordia University, where he was a faculty member for 5 years before moving to his current role at Pfizer in June of 2020. Suss says he greatly enjoys this role, and looks forward to continuing to excel in his job and help providers and patients in hospital settings and health systems all over Wisconsin. In his role, he looks for opportunities to connect with health systems across Wisconsin to be able to support their quality and outcomes initiatives, focused on mutually prioritized disease states. Currently, Suss works on helping to support Wisconsin health systems in their efforts to improve health outcomes across a variety of therapeutic areas including atrial fibrillation, VTE, uterine fibroids and COVID-19. Suss believes

he's a great fit for this role thanks to his many years of experience as a pharmacist. He works to improve population health outcomes through data analytics support, workflow efficiency insights, disease-state education and communication/sustainability plans. Additionally, he looks for care gaps, and works with health systems to close those gaps. He identifies stakeholders, including people who work within population health field and may have an interest in better understanding their patient populations within specific disease states.

Today's Concerns

Staff shortages are currently a major concern for health systems, requiring them to carefully prioritize quality initiatives and sometimes put off projects of significant interest. Suss looks for opportunities to offer support that might allow health systems to continue pursuing quality and health outcomes initiatives of shared interest in an environment of limited bandwidth and multiple competing priorities.



Future Advice

Suss offers his favorite advice: "More self-reflection, more critical thinking, more open minds." He reminds us that by keeping those three things in mind, we can do our best in any scenario. Suss says that, before pharmacy school, he was less open to taking advantage of new experiences and opportunities that presented themselves, but once he changed his mindset, a whole new world opened to him, and led him to his role today, not only helping patients, but helping health systems improve care from the top down.

Makarios Masoad is a 2022 Doctor of Pharmacy Graduate of Concordia University Wisconsin School of Pharmacy in Mequon, WI.

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