



Don W. Bradley, M.D., MHS-CL
Senior Vice President for Healthcare and
Chief Medical Officer

Dr. Don Bradley, the chief medical officer and senior vice president for Healthcare for Blue Cross and Blue Shield of North Carolina (BCBSNC), holds faculty appointments at Duke University School of Medicine and the University of North Carolina (UNC) School of Medicine, and is a member of the North Carolina Institute of Medicine. He was appointed by Governor Easley to the North Carolina State Health Coordinating Council (SHCC) where he chairs the SHCC Committee on Quality, Access, and Value. He serves as a member of the Executive Committee of the North Carolina Healthcare Quality Alliance and is a charter member.

A family physician by training and demeanor, he completed his medical degree at the Medical College of Virginia, a family medicine residency in Harrisburg, Pennsylvania, and a Kellogg fellowship, biostatistics work and a Masters in Clinical Leadership at Duke. He practiced in rural Virginia before joining the Duke Family Medicine Residency in 1981.

Dr Bradley's accomplishments over more than 20 years at BCBSNC include leading implementation of open access online medical policy, development of extensive primary care provider performance feedback, the institution of the annual State of Preventive Health forum, implementation of comprehensive benefits and programs for the medical assessment and treatment of obesity (Healthy Lifestyle Choices), and creation of one of the nation's first Bariatric Surgery Centers of Excellence programs and performance-based provider reimbursement.

He regularly teaches in the Duke Clinical Leadership Program, the Duke Physician Assistant and Physical Therapy Programs, and the UNC School of Public Health.

His primary research interests include the impact of reimbursement and incentives on healthcare delivery systems, patient behaviors, and health outcomes.