



Strategic Health Perspectives

David Cochran

David Cochran, MD is Principal at Lightship Health, LLC, providing strategy consulting to the health care industry. His areas of expertise include IT and consumer engagement strategies in addition to overall business strategy development.

Until recently, Dr. Cochran was Senior Vice President for Strategic Development at Harvard Pilgrim Health Care. The National Committee for Quality Assurance identified Harvard Pilgrim as the #1 Health Plan in the country for the past three years. Dr. Cochran is responsible for the development and oversight of Harvard Pilgrim's Strategic Planning activities as well as the oversight of its e-health and e-business initiatives. He was a leader of Harvard Pilgrim's involvement in a joint initiative with Perot Systems to automate many of the health plan transactions with members, employers and providers.

Previously, Dr. Cochran was a medical director at Harvard Pilgrim responsible for the implementation of information technology to support providers and consumers. His initiatives included the implementation of the CHESS system for patients newly diagnosed with breast cancer and the implementation of a comprehensive electronic medical record for physicians practicing in staff sites. In addition, Dr. Cochran was Vice President for Development and Chief Medical Officer for Lexant Corporation, a company that developed consumer health services delivered over the Internet.

Dr. Cochran is a graduate of Harvard College and Harvard Medical School. He received his postgraduate training in Internal Medicine at the University of California, San Francisco. He joined Harvard Community Health Plan (HCHP) in 1982 as a General Internist. Dr. Cochran continued his active medical practice while holding a number of medical management roles including Chief of Internal Medicine, Director of Medical Specialties and Medical Director for a several HCHP health centers.