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**Jim 'Woody' Woodburn, MD, MS (bio)** — Jim Woodburn, MD is the Chief Medical Officer for MinuteClinic. He was with Blue Cross Blue Shield of MN for 12 years prior to joining MinuteClinic.

In his role as Chief Medical Officer, Woody is responsible for the clinical integrity and quality for medical care provided by MinuteClinic. He also cultivates relationships with the physician community in cities and states where MinuteClinic plans to expand. He recruits and supervises collaborative physicians in each location and assists MinuteClinic in becoming an in-network provider with insurance companies in new markets. Finally, he serves as the clinical spokesperson for MinuteClinic nationally.

At Blue Cross and Blue Shield of Minnesota, he developed innovative employer-based health improvement programs to improve the lives of employees nationwide. He worked with Blue Cross physicians and nurses across the country as Chairman of the Blue Cross Association Medical Management Forum. He helped develop health management programs such as OptionsBlue, a consumer directed health product in MN and a depression disease management program in partnership with American Healthways.

Known for developing constructive solutions to health care, Woody has worked with physician and health care groups such as the Minnesota Medical Association, the state's physician professional organization that represents the interest of all physicians in Minnesota; and Medical Alley, a regional health care trade organization.

Dr. Woodburn, a resident of Deephaven, MN has been a physician since 1984. He trained at the University of Wisconsin-Madison Medical School and has engineering degrees in electrical and biomedical engineering. He completed his medical residency and academic fellowship in Emergency Medicine at Hennepin County Medical Center.

Based in Minneapolis, MN, MinuteClinic opened its first center in May 2000. Since inception, it has treated almost 300,000 patients with 98 percent excellent customer satisfaction and has saved consumers, self-insured employers and health insurance companies more than \$12 million and countless hours of wasted time. For more information, please visit [www.minuteclinic.com](http://www.minuteclinic.com).