

Melissa Riba

Research and Evaluation Director

Education

MA, Medical Sociology, Michigan State University, 1995

BA, Sociology and Philosophy, California State University, 1992

Professional Experience

Research and Evaluation Director, Center for Health and Research Transformation, Ann Arbor, MI (June 2016 – present)

- Manage and develop the center's research and evaluation portfolio, including consultation on design and implementation, monitoring of budget, scope and project outcome/deliverables;
- Assists director in developing and implementing center's research and evaluation agenda;
- Acts as a liaison between the director, the center and the University health service research community;
- Convenes stakeholder groups of payers, health system leaders, researchers to advise and guide key projects and to accomplish project goals;
- Provides consultation on research ideas and methodology to CHRT staff and external parties;
- Conducts and manages CHRT's statewide Cover Michigan Survey and the Michigan Physician Survey;
- Write briefs on issues for diverse audiences on topics of strategic importance to center's mission;
- Makes public presentations about CHRT, its research and other healthcare policy topics.

Healthcare Research Lead, Center for Health and Research Transformation, Ann Arbor, MI (November 2007 – May 2016)

- Managed the Center's health service research portfolio including developing and assessing requests for proposals. and liaised with principal investigators on CHRT funded projects to ensure completion and consulted on dissemination of results;
- Developed and managed CHRT statewide surveys and oversaw analysis and brief development on policy relevant topics;
- Facilitated committees of expert research consultants charged with guiding CHRT's research agenda.



Senior Consultant, Public Sector Consultants, Lansing, MI (2003 – 2007)

- Designed and managed evaluation and survey research projects on behalf of PSC clients and consultants;
- Assessed research needs and developed proposals and grant applications, performed statistical analysis (descriptive and inferential), and created reports on research findings;
- Supervised research staff and project teams;
- Provided consultation and education regarding research design, implementation, and analysis;
- Represented PSC publicly to present results or other information regarding methodology and statistical analysis;
- Assembled and managed teams of consultants and support staff to achieve research goals.

Consultant, Public Sector Consultants, Lansing, MI (2001- 2003)

- Administered all aspects of survey research projects:
- developed and reviewed survey instruments, contracted with and supervised vendors, analyzed results, and wrote reports.
- Presented survey results to clients, media, and others.

Academic Appointments

- Lecturer of Public Policy, Gerald R. Ford School of Public Policy, University of Michigan, Ann Arbor, MI, 2018-2020
- Lecturer of Public Health, School of Public Health, University of Michigan, Ann Arbor, MI, 2017
- Adjunct Faculty, Department of Sociology, Lansing Community College, Lansing, MI, 2006-2007
- Lecturer, Department of Sociology, Michigan State University, East Lansing, MI, 1998-2001

Select Publications

- Slowey, Megan; Riba, Melissa; Udow-Phillips, Marianne. Primary Care Teams in Michigan. November 2017. Center for Health and Research Transformation. Ann Arbor, MI.
- Slowey, Megan; Riba, Melissa; Udow-Phillips, Marianne. Changes in Payer Mix for Michigan Primary Care Physicians: The Impact of Medicaid. October 2017. Center for Health and Research Transformation. Ann Arbor, MI.
- Slowey, Megan; Ndukwe, Ezinne; Riba, Melissa; Udow-Phillips, Marianne. Cover Michigan Survey 2015: Health Care Coverage Satisfaction Trend in Michigan. March 2017. Center for Health and Research Transformation. Ann Arbor, MI.
- Bondalapati, Kirsten; Riba, Melissa; Udow-Phillips, Marianne. Publicly Reported Hospital Quality Rankings. October 2016. Center for Health and Research Transformation. Ann Arbor, MI.

- Austic, Elizabeth A; Lawton, Emily; Riba, Melissa; Udow-Phillips, Marianne. Insurance Churning. Cover Michigan Survey 2015 (Ann Arbor, MI: Center for Health and Research Transformation, 2016).
- Smiley, Mary L.; Ndukwe, Ezinne G.; Riba, Melissa; Udow-Phillips, Marianne. Wellness Program Participation. Cover Michigan Survey 2015 (Ann Arbor, MI: Center for Health and Research Transformation, 2016).
- Eve A. Kerr, Melissa Riba, and, Marianne Udow-Phillips: Helping Health Service Researchers and Policy Makers Speak the Same Language. Health Services Research February 2015. DOI: 10.1111/1475-6773.12198
- Smiley, Mary L.; Riba, Melissa; Udow-Phillips, Marianne. Health Plan Selection: Factors Influencing Michiganders' Choice of Health Insurance. Cover Michigan Survey 2014 (Ann Arbor, MI: Center for Healthcare Research and Transformation, 2015).
- Smiley, Mary L.; Riba, Melissa; Ndukwe, Ezinne G.; Udow-Phillips, Marianne. Cover Michigan Survey: Coverage and Health Care Access. (Ann Arbor, MI: Center for Health and Research Transformation, March 2015).
- Smiley, Mary L.; Riba, Melissa; Davis, Matthew M.; Kerr, Eve A.; Zikmund-Fisher, Brian J.; Ndukwe, Ezinne G.; Ward, Melanie; Udow-Phillips, Marianne. Primary Care Capacity in Michigan: How are Physicians Responding? 2014 Michigan Physician Survey. (Ann Arbor, MI: Center for Health and Research Transformation, 2014).
- Renuka Tipirneni, MD, MSC; Ndukwe, Ezinne G., MPH; Riba, Melissa, MS; Choi, Hwajung, Phd; Royan, Regina MPH; Young, Danielle, MPH; Udow-Phillips, Marianne, MHSA; Davis, Matthew M., MD, MAPP. Primary Care Capacity as Insurance Coverage Expands: Examining the Role of Health Information Technology. American Journal of Managed Care. November 2014; 20

Professional Affiliations

- Academy Health
- American Evaluation Association
- American Association of Public Opinion Research American Sociological Association
- Michigan Association for Evaluation