

Robert Rowley, MD

Chief Medical Officer, Practice Fusion

Medical Director, Hayward Family Care



Robert Rowley, MD, is a practicing physician who divides his time between his family practice office and as Chief Medical Officer at Practice Fusion, where he guides the development of a free, Web-based Electronic Health Record for small and mid-sized medical practices.

As the owner and medical director of Hayward Family Care, Dr. Rowley manages the day-to-day challenges of operating a primary care practice. He understands the concerns of physicians and patients resulting from over 30 years of healthcare experience.

Dr. Rowley guides the development of Practice Fusion's Electronic Health Record system, connects with the physician community, ensuring that the EHR and Personal Health Record (PHR) systems progress in the best interest of doctors and patients. Dr. Rowley also writes for EHR Bloggers on topics of health IT and health policy from the physician's perspective.

His own practice in Hayward, CA, has functioned without paper charts since 2002. He created and developed an early EHR system, Medical ChartWizard, based on his own need for a more efficient record system.

Dr. Rowley earned his medical degree at UCSF School of Medicine in San Francisco, CA. Dr. Rowley also has extensive experience in managed care, having served for many years as a medical director and board member of a large regional IPA, Hill Physicians Medical Group.

Recent speaking engagements in 2010:

- U.S. Department of Health and Human Services EMR Demonstration, Improving Health Quality
- National HIPAA Summit, HIPAA Compliance for Digital Doctors
- Health 2.0 Conference, Health 2.0 in the Doctor's Office