



Gifford Boyce-Smith, MD
Senior Vice President & Chief Medical Officer, Medicity, Inc.

Dr. Boyce-Smith is responsible for providing clinical support in the RHIO/HIE market segment and for providing sales and account management support to key Medicity clients. Before joining Medicity, Dr. Boyce-Smith served as a managed care executive at both a national network model (CIGNA) and California statewide Blues plan companies. His management experience has included quality management, managed care operations, information technology project implementation, and directing medical informatics. Dr. Boyce-Smith is a board certified internist. In addition to his management experience, Dr Boyce-Smith has private practice and academic teaching experience. He is Associate Clinical Professor at UCSF Medical School in San Francisco. He received his BS from Pomona College in Claremont, CA; his MD from Baylor College in Houston; and his residency training at both Montefiore in the Bronx, NY and UCSF Med Center, San Francisco, CA.