

UCLA Family Medicine Grand Rounds

The Critical Role of Primary Care for California

Robert L. Phillips, Jr., M.D., M.S.P.H.

Executive Director

The Center for Professionalism & Value in Health Care



**Friday,
Feb 27,
2026**

**12:00 -1:00 pm
(PST)**

[Scan QR code to register:](#)



Robert L. Phillips, Jr., M.D., M.S.P.H., is the Founding Executive Director of The Center for Professionalism & Value in Health Care in Washington, DC. He is a practicing family physician trained in health services and primary care research. His research seeks to inform clinical care and policies that support it. He leads a national primary care registry with related research on social determinants of health, rural health, and changes in primary care practice. Dr. Phillips has often served Health and Human Services including as vice-chair of the Council on Graduate Medical Education, co-chair of the Population Health subcommittee of the National Committee on Vital and Health Statistics, and on the Negotiated Rule-Making Committee on Shortage Designation. His collaboration with the Assistant Secretary for Technology Policy monitors electronic health record policy effects. Dr. Phillips was elected to the NAM in 2010 and served as chair of the Membership Committee. He co-chaired the National Academies' study Implementing High-Quality Primary Care for which he received the David Rall Medal for Distinguished Leadership in 2024. He was a Fulbright Specialist to the Netherlands and New Zealand, and advisor to the Health Ministers of Australia and the Province of Alberta. Dr. Phillips completed medical school at the University of Florida where he graduated with honors for special distinction. He trained in family medicine at the University of Missouri where he also completed a National Research Service Award fellowship. His research has influenced national workforce, payment, and primary care policies through more than 300 peer-reviewed publications.

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Department of
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