

Martin Serota, MD

CMO Northeast Markets and
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Education

University of California, BA, Biology, Magna Cum Laude
University of California, San Francisco, MD

Martin Serota, M.D. is the Chief Medical Officer of Northeast Markets and Health Services at Prospect Medical Systems. Dr. Serota oversees the staff model and IPA clinical operations in the rapidly transforming the Northeast healthcare market. He also oversees utilization management, quality, and compliance on a national level, creating value for patients and payers.

Dr. Serota formerly served AltaMed Health Services as Vice President and Chief Medical Officer. He has practiced medicine for more than 25 years, while also assuming many leadership roles, including medical group, IPA and accountable care organization leadership and development. He has extensive health information technology expertise. He has focused on creating patient-centered organizations that concentrate on patient experience and quality outcomes while improving operational efficiency, especially through the use of health information technology and innovation.