

Lisa Rotenstein, MD

Dr. Rotenstein is a primary care physician, researcher and healthcare leader whose work focuses on ambulatory care delivery, the physician workforce, and the intersection of the electronic health record with these issues.

She additionally serves as the inaugural director of the Center to Advance Digital Physician Practice Transformation at UCSF (ADAPT). She additionally serves as Medical Director of Ambulatory Quality and Safety and Adult Care Management. In these roles, she leads ambulatory quality and safety tracking and improvement efforts across the UCSF Faculty Practice Organization and leads efforts to support primary care physicians in managing their patients in value-based care arrangements. Previously, as Medical Director of Population Health at Brigham and Women's Hospital, she led population health and collaborative care initiatives across Brigham Health's primary care practices, which care for 150,000 patients.

Dr. Rotenstein's research on the electronic health record (EHR), published in JAMA, Annals of Internal Medicine, JAMA Internal Medicine, JAMA Network Open, JAMIA, and more, has deepened our understanding of the role of the EHR in influencing the physician experience, as well as how novel technologies such as virtual and AI scribes can shape physician workflows. She was named the 2025 Society of General Internal Medicine Outstanding Junior Investigator of the Year.