

FOR IMMEDIATE RELEASE

January 29, 2018

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Health Foundation President & CEO Announces Plans to Step Down

John Urban Has Served as Leader Since the Foundation's Inception in 2006;

Thanks Board, Staff and Community for Twelve Successful Years

ROCHESTER, N.Y. – The Board of Directors of the Greater Rochester Health Foundation announced today that John Urban, who has served as president and CEO of the organization since its creation in 2006, will be stepping down effective July 31, 2018.

“The timing is right,” Urban said. “The Board of Directors has adopted a new strategy that will increase its focus on all dimensions of children’s development. This creates an ideal moment to shift leadership and enable a highly-experienced professional to implement this strategy early in the process.”

The Board of Directors plans to conduct a nationwide search for a replacement.

“The impact the Health Foundation has been able to achieve over the past decade reflects the commitment John has brought to the organization, our grantees and community health overall,” said Dennis Richardson, board chair, Greater Rochester Health Foundation. “John’s vision, business acumen, and commitment to evidence-based programming have been a powerful combination, enabling us to help create real change across the Greater Rochester region.”

During Urban’s tenure, the Health Foundation has invested in projects and programs that have had a measurable impact on a variety of critical health issues, including:

- improved management of blood pressure across the region;
- community-wide improvement of the acute treatment of strokes and more effective aftercare for those at risk for repeat incidents;
- grassroots change across neighborhoods through the development of customized plans of action aimed to improve the health status of residents;
- demonstration that schools and related venues can be effective focal points for reducing the BMI of children;
- support of the introduction and expansion of the Rochester RHIO (Regional Health Information Organization);
- stabilization of Westside Health Services and enabling its merger with Jordan Health Center, ensuring access to care for the neighboring communities;
- and the expansion of telemedicine.

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“Our successes reflect the collective efforts of our grantees, community partners, local leaders, board, and staff, for all of whom I am deeply grateful,” Urban said. “Rochester has always been at the forefront of change, and revolutionary thinking and focused resources will continue to affect the overwhelming challenges that impact the health of our communities.”

Urban began his career in psychiatric and mental health, including time as Deputy Commissioner for Administration and Finance with the New York State Office of Mental Health. He moved to Rochester from Albany, N.Y., in 1984 to become President and CEO of Preferred Care, where he served for 21 years. It was during Urban’s time at Preferred Care that Bill Clinton recognized Rochester, N.Y. in a 1992 presidential campaign speech for its innovative approach to keeping health care costs low and quality of care high. With 2005 revenue of \$775 million, the health plan was an attractive merger target.

The independent Greater Rochester Health Foundation was formed when MVP Health Plan acquired Preferred Care. The value of Preferred Care was returned to the community through its \$232 million purchase price, creating a foundation dedicated to improving the health of the Greater Rochester community, including Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Urban was named the Health Foundation’s first CEO in 2006.

About Greater Rochester Health Foundation:

The mission of Greater Rochester Health Foundation is to improve the health status of residents of the Greater Rochester community, including people whose unique health care needs have not been met because of race, ethnicity, or income. For more information, please visit www.thegrhf.org.

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