

GRHF grants \$400,000 to Monroe County Medical Society

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The Monroe County Medical Society has been awarded a Greater Rochester Health Foundation grant of up to \$400,000, MCMS officials said.

The three-year grant is to be used to boost local physicians' efforts to help hypertension patients control their high blood pressure. MCMS on Monday said it plans to direct efforts of multi-agency Quality Collaborative to achieve a 20 percent increase in control rates of patients at 25 area primary care practices.

Collaborative members include area private practice doctors, as well as physicians and representatives affiliated with Excellus Blue Cross Blue Shield, Finger Lakes Health Systems Agency, Rochester Business Alliance Inc., Rochester Regional Health System, Trillium Health, the Anthony L. Jordan Health Center, Thompson Health, MVP Health Care and University of Rochester Medical Center.

MCMS immediately plans to work with MVP, Excellus, FLHSA, the RBA, RRHS, Trillium Health, Unity Health System and URMC on the hypertension effort.

"We expect additional groups to become involved as the project proceeds," MCMS executive director Nancy Adams said.

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