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Contact:

Traci Legonelli
Tipping Point Communications
585-471-5523
Traci@tippingpointcomm.com

GREATER ROCHESTER HEALTH FOUNDATION AWARDS NEARLY \$4 MILLION IN FUNDING FOR CLINICAL SERVICES FOR OLDER ADULTS

New Funding Focuses on Alleviating Challenges Faced by Older Adults and their Families

ROCHESTER, N.Y. – [December 21, 2015]– The Greater Rochester Health Foundation announced today it has awarded a total of \$3,965,728 in three-year Clinical Services for Older Adults (CSOA) Grants that will commence in 2015. This is the first year the Health Foundation has offered funding in this area. In 2015, of the 19 proposals received, seven were selected.

The goal of this new funding is to improve the quality of care and reduce the cost of providing high-quality clinical care to individuals age 65 and older. Projects funded are designed to address challenges faced by older adults, their families, caregivers, and health care providers.

“We’re excited to offer this new area of funding to support organizations that work tirelessly to provide quality care to older adults and impact not only patients, but their families and caregivers,” said Barbara Zappia, Chief Learning Officer, Greater Rochester Health Foundation. “We are hopeful that these projects will improve the quality of care in addition to reducing the cost it takes to provide quality clinical care to older adults in our community.”

The seven organizations that were awarded grants to fund projects between 2015 and 2018 are:

- [Jewish Senior Life](#) received \$480,895 to expand The Center of Excellence for Palliative & End-of-Life Care and offer advance care planning, physical and mental health assessments and will include families in the review of care goals. Staff will also receive comprehensive palliative care training.
- [Lifetime Care](#) was awarded \$627,338 to build on existing palliative care services to create a comprehensive, interdisciplinary team approach – Advanced Illness Support Program (AISP) – for older adults in Monroe County. AISP will assist primary care providers with improving the care of patients in need of pain and symptom control, and will engage in discussions related to treatment options, end-of-life decisions, wishes, advance care planning, and other palliative care support.
- [Livingston County Emergency Medical Services](#) was awarded \$599,393 to help transition patients over the age of 65 who are discharged from emergency departments at Noyes Memorial Hospital and Strong Memorial Hospital back to their homes. The project will use an intervention designed to improve hospital-to-home transition and decrease hospital re-admissions and costs, known as the Coleman Care Transition.
- [The University of Rochester Medical Center’s \(URMC\) Flaum Eye Institute](#) was awarded \$574,903 to implement their Resilience Building Program with the goal of strengthening seniors’ capacity to cope with current and future vision loss, preventing new depression symptoms, and alleviating current depression due

to vision loss. The program will focus on increasing patients' quality of life, and providing potential cost savings.

- [The University of Rochester Medical Center's \(URMC\) Project ECHO®](#) was awarded \$645,787 to grow the existing Project ECHO® at URMC and enhance the capacity of community-based clinicians to provide high-quality palliative care and geriatric mental health services. The model improves access to complex chronic disease and specialty care in underserved communities through telemedicine technology to connect specialists in medical centers with providers in under-resourced regions.
- [The University of Rochester Medical Center](#) (URMC) was awarded \$600,095 to create a multi-disciplinary, virtual Parkinson's Disease care center for the Greater Rochester area, known as the Regional Multi-Disciplinary Telemedicine Care Network for Parkinson's Disease. The center will increase access and quality of care by leveraging existing expertise and telemedicine and bring care into homes of 400 individuals who may not otherwise have access to care.
- [St. John's](#) Dementia Quality of Life Program was awarded \$437,317 to recruit and train nursing staff to become Dementia Advocates. The program will use the Alzheimer's Association dementia education training and curriculum. With the guidance of a dementia specialist, the advocates will lead neighborhood educational programs and provide necessary follow-ups to improve residents' quality of life, as well as staff and family satisfaction.

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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