

FOR IMMEDIATE RELEASE

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**MONROE COUNTY MEDICAL SOCIETY RECEIVES GRANT FROM GREATER
ROCHESTER HEALTH FOUNDATION**

Physicians to Receive Training on Current Best Practices and Community-Wide Guidelines

ROCHESTER, N.Y. , December 1, 2014 –**Monroe County Medical Society** (MCMS) has received a three-year grant of up to \$400,000 to demonstrate a 20% increase in the control rate of hypertensive patients in 25 primary care practices by making physicians aware of current best practices and increasing use of MCMS community-wide guidelines.

MCMS will use its Quality Collaborative composed of medical leadership from practicing physicians and from organizations such as Excellus BlueCross Blue Shield, Finger Lakes Health Systems Agency, Rochester Business Alliance, Rochester Regional Health System, Trillium Health, Anthony L. Jordan Health Center, Thompson Health, MVP Health Care, and University of Rochester Medical Center to ensure guideline implementation.

According to John Urban, president and CEO of Greater Rochester Health Foundation, there are several community initiatives underway to improve clinical outcomes for adults who have high blood pressure. Uncontrolled hypertension has been identified as major health issue for the Greater Rochester community whose long-term consequences can lead to disability and/or premature death. “While existing initiatives have been shown to be effective, there needs to be a broader community effort to ensure consistency of care. This program will involve 25 physician practices in the selection of clinical guidelines, and the analysis of outcomes and cost benefits.”

Louis Papa, MD, chair of the Health Foundation’s program committee, states that one of the many strengths of this initiative is that it will be physician-led. “Physicians have the best understanding of the barriers to implementing guidelines in their day-to-day practices. Whether it is a hospital-owned practice or an independent physician office, all primary care physicians are being asked to do more in the ever-changing health care system. Having an integral role in determining how to integrate evidence-based best practices for their patients, as well as creating an audit process to inform change, are major strengths of this initiative.”

“To reach the goal of a 30 percent increase in the use of at least one MCMS community-wide guideline in day-to-day practice, we will be collaborating with MVP, Excellus BlueCross BlueShield, Finger Lakes

Health Systems Agency, Rochester Business Alliance, Rochester General Health System, Trillium Health, Unity Health System and University of Rochester Medical Center. We expect additional groups to become involved as the project proceeds,” says Nancy Adams, executive director of MCMS.

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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