

# Reaching for excellence

Community Vision and Voices  
for Western New York Health Care

## Live Long and Prosper: Building a Sustainable Health Care System for Western New York's Aging Population

November 15, 2007

WNED Studio  
140 Lower Terrace Street  
Buffalo, NY 14202

*Inaugural Event of the Speaker Series:*

### Excellence for Tomorrow: Innovative Approaches for WNY Health Care

Showcasing best practices and communities of  
excellence for health care issues facing Western New York



## PROGRAM

### 3:30 PM Welcome

**Ann F. Monroe**

President, Community Health Foundation of  
Western & Central New York

### 3:45 PM KEYNOTE PRESENTATIONS

**Juergen H. A. Bludau, MD, CMD**

Acting Clinical Chief and Director of Clinical  
Geriatric Services, Division of Aging, Brigham  
and Women's Hospital

**Philip B. Stafford, PhD**

Director, Center on Aging and Community,  
Indiana Institute on Disability and Community,  
Indiana University

### 4:45 PM AUDIENCE Q&A

### 5:15 PM RECEPTION

#### Why Are We Here Today?

Trends in Western New York demand a proactive effort to address the capacity to serve the health care needs of an elderly population that will grow 26 percent by 2030, even as the region's overall population declines. Beyond that, the region's elders are poorer, less educated and more likely to live alone than are younger Western New Yorkers. Meanwhile, few resources are available to invest in community-based alternatives to high-cost, institutional care to ensure the region's elders have the option to age with the highest quality of life possible.

**How are other regions ensuring their health system is prepared for the aging population?**

**What can we learn from these models?**

# KEYNOTE SPEAKERS

## Juergen H. A. Bludau, MD, CMD

Acting Clinical Chief and Director of Clinical Geriatric Services, Division of Aging, Brigham and Women's Hospital



A board-certified, fellowship-trained geriatrician, Bludau is a professor at Harvard Medical School and Nova Southeastern University. His interests include the primary care of dementia patients, the development of improved geriatric services, and the transition of care between hospital and long-term care facilities. He and his approach to care were prominently profiled in the April 30, 2007 *New Yorker* article entitled "The Way We Age Now." Born in Germany, he received his medical degree from the Royal College of Surgeons in Ireland and completed his postgraduate studies in the United States. Bludau is also a member of the Scientific Advisory Board of the Gerontological Economic Research Organization in Kreuzlingen, Switzerland. Prior to his current appointment, he served as the Medical Director of an academic geriatric center in South Florida. He resides in the Boston area with his wife and their three children.

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## Philip B. Stafford, PhD

Director, Center on Aging and Community, Indiana Institute on Disability and Community, Indiana University



A cultural anthropologist, Stafford has been instrumental in developing a wide range of programs for older persons and elder-friendly communities. He is a senior consultant with the AdvantAge Initiative, a national project that supports community planning for aging in 15 U.S. communities. His focus areas, on which he has published numerous articles, include culture and dementia and the meaning of home for older people. Stafford is currently managing an Administration on Aging-funded statewide demonstration planning grant for the Indiana Division of Aging. He is a founding board member with the Foundation for Alzheimer's and Cultural Memory. In February 2007 he convened an international group of scholars and practitioners in Bloomington to explore the relationships between memory and place and the potential use of new technologies to sustain community memory and fight the forces of forgetting. He received his BA from the University of Chicago, and his PhD from Indiana University.

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## Speaker Series

# REMEMBER

the next speaker event...

### Going the distance in Western New York: Optimizing Rural Access to High-Quality Health Care

**December 10, 2007**  
Hilbert College, Bogel Hall  
5200 South Park Avenue  
Hamburg, NY

Register at:  
<http://rx4excellence.org>

## Community Conversations

A dialogue about the future of health care in our region and its connection to the choices we make today

The Reaching for Excellence initiative has developed realistic future scenarios to assist consumers and health policy makers connect current health care decisions to possible future outcomes. Starting in December, these scenarios will be presented to diverse audiences across Western New York to generate dialogue and engage the consumer perspective in shaping health care goals and priorities for Western New York.

Please visit  
<http://rx4excellence.org> for periodic updates on this effort.

This speaker series is sponsored by:



**Reaching for Excellence: Community Vision and Voices for Western New York Health Care** seeks to engage Western New Yorkers in exploring possibilities and setting goals for a stronger, improved health care system for the eight-county region.

**Project Sponsors:**

