

Reaching for excellence

Community Vision and Voices
for Western New York Health Care

Speaker Series

Achieving Healthcare Equality in Western New York: Strategies for Reducing Racial and Ethnic Disparities

December 15, 2008

WNED, 140 Lower Terrace, Buffalo, NY 14202



PROGRAM

3:30 PM WELCOME AND INTRODUCTIONS

Ann F. Monroe

President, Community Health Foundation of
Western & Central New York

3:45 PM KEYNOTE PRESENTATIONS

Rochelle Ayala, MD, FACP

Administrator and Chief Medical Officer for
Primary Care Services at Memorial Regional
Hospital, Hollywood, Florida

Roderick K. King, MD, MPH

Senior Faculty, Disparities Solutions Center of
Massachusetts General Hospital and faculty in
the Department of Social Medicine at Harvard
Medical School

4:45 PM AUDIENCE Q&A

5:30 PM RECEPTION

Why Are We Here Today?

Over the last decade, highlighted by the release of the Institute of Medicine's (IOM) Report "Unequal Treatment" in 2002, the issue of racial and ethnic disparities in health care in the United States has attracted significant attention. Such disparities have been well documented; even with the same insurance and income, minorities often receive a lower quality of health care than do their white counterparts.

How are other regions across the U.S. addressing these disparities?

What can Western New York learn from these models?



KEYNOTE SPEAKERS

Rochelle Ayala, MD, FACP

Administrator and Chief Medical Officer for Primary Care Services at Memorial Regional Hospital, Hollywood, Florida



Rochelle Knowles Ayala is the Administrator and Chief Medical Officer for Primary Care Services at Memorial Regional Hospital, Hollywood, Florida, and also serves as a Project Director for one of

the 10 sites included in Robert Wood Johnson Foundation's *Expecting Success: Excellence in Cardiac Care*. Using a collaborative learning network, this initiative develops and disseminates strategies to improve cardiac care for underserved minority populations in a variety of clinical settings.

Dr. Ayala is a Board Certified Internal Medicine Physician and a Fellow of the American College of Physicians.

Roderick K. King, MD, MPH

Senior Faculty, Disparities Solutions Center of Massachusetts General Hospital and faculty in the Department of Social Medicine at Harvard Medical School



Dr. Roderick K. King is currently Senior Faculty at the Disparities Solutions Center of Massachusetts General Hospital.

He is also faculty in the Department of Social Medicine at Harvard Medical School and has served as the New England Regional Director for the Health Resources and Services Administration (HRSA), a branch of the U.S. Department of Health and Human Services. In 1995, he received the Teachers for Africa Award from the Youth With A Mission Program. His work with the Disparities Solution Center is dedicated to the development and implementation of strategies that advance policy and practice to eliminate racial and ethnic disparities in health care.

Community Conversations

A central component of *Reaching for Excellence* is *One Friday: Four Futures*, a series of community conversations designed to amplify the voice of us all – the users of the health care system – in answering the question, “What do we want the future of health care in Western New York to look like?” Launched in January of 2008, *One Friday: Four Futures* is built around four future scenarios – descriptive stories of how the health care system may look in the year 2018 based on different choices made today.

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

We have held over 100 conversations throughout the eight county region, involving over 1,500 Western New Yorkers. Feedback from these community conversations will drive the development of key indicators of health care performance for regular monitoring and reporting to the community. Check out our website in the coming months for final reporting on this component of the project!

Speaker Series

REMEMBER

upcoming speaker events...

February 2009: TBA

April 2, 2009:
Early Childhood Mental Health
WNED Studios
140 Lower Terrace
Buffalo, NY

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

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:

