

Reaching for excellence

Community Vision and Voices
for Western New York Health Care



The Urban Safety-Net: Bridging Gaps in Care for the Poor and Underserved

March 12, 2008

WNED Studio

140 Lower Terrace
Buffalo, NY 14202

Third 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 AND INTRODUCTIONS

Ann F. Monroe

President, Community Health Foundation of
Western & Central New York

3:45 PM KEYNOTE PRESENTATIONS

Sharon A. Baskerville

Executive Director, DC Primary Care Association

Ruben P. Cowart, DDS

President and CEO, Syracuse Community
Health Center

4:45 PM AUDIENCE Q&A

5:15 PM RECEPTION



Why Are We Here Today?

The Western New York community lacks consensus about what the urban safety-net should be able to accomplish for the poor and underserved. Socioeconomic barriers make access to health care difficult for the urban poor, who are also exposed to added environmental health risks. Western New York's urban safety-net is challenged by these needs as its overall capacity is limited.

How are other regions meeting the needs of their urban safety-net population?

What can we learn from these models and how can we build consensus and realize change?

KEYNOTE SPEAKERS

Sharon A. Baskerville

Executive Director, DC Primary Care Association



Highly regarded for her work in health care reform and coalition building, Baskerville began her career in the District of Columbia safety net system more than 20 years ago. As head of the DC Primary Care Association since 1998, Baskerville has worked to build an integrated primary care system that guarantees access to quality health care for all and eliminates health care disparities. The DCPCA has become a powerful player in health care issues in the District of Columbia, and in 2003 pioneered the 10-year, \$145 million Medical Homes DC initiative to locate primary and specialty care facilities and qualified health providers in underserved neighborhoods.

Ruben P. Cowart, DDS

President and CEO, Syracuse Community Health Center



Since founding Syracuse Community Health Center (SCHC) in 1977 Cowart has served as its President & CEO. He has led the organization's growth from a single primary care site to a multi-system health care entity that provides comprehensive services to approximately 65,000 central New York residents at 11 different service delivery sites. SCHC employs more than 450 individuals and staffs nearly 100 care providers including physicians, dentists, dental hygienists, radiologists, certified nurse midwives, ophthalmologists and podiatrists with an operational budget of more than \$72 million. SCHC has been recognized by the National Center for Health Policy Studies for its high-quality, cost-effective delivery system and is regarded as one of the nation's premier health care organizations.

Reaching for Excellence: Community Vision and Voices for Western New York Health Care

Engaging the Community for Western New York's Health Care Future

rx4excellence.org

Visit us at <http://rx4excellence.org> or call 716.829.3777 for the following:

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 health care scenarios to assist health consumers and policy makers in linking today's decisions with tomorrow's health outcomes. Over the next few months – and with your help – we intend to hold numerous conversations throughout Western New York with block clubs, neighborhood associations, church groups, employees at worksite locations and business organizations, among others. Hosting a conversation is easy – the Reaching for Excellence project team will do the work, and we ask only that you provide an interested audience and the space to hold a discussion about our region's health care future. Ultimately, these conversations will help shape a set of community-driven health care goals with data-driven performance indicators for regular monitoring and reporting to the community.

Community Forum

You may also join the region's health care dialogue by participating in Reaching for Excellence's online Community Forum.

This speaker series is sponsored by:



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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:



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