

Reaching for excellence

Community Vision and Voices
for Western New York Health Care

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

Hilbert College, Bogel Hall
5200 South Park Avenue
Hamburg, NY 14075

Second 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

Paul S. Frame, MD

Tri-County Family Medicine, Cohocton, NY

Jeffrey A. Stearns, MD

Associate Dean, Milwaukee Clinical Campus,
University of Wisconsin School of Medicine and
Public Health; Director of Medical Education,
Aurora Health Care

4:45 PM AUDIENCE Q&A

5:30 PM RECEPTION

Why Are We Here Today?

Rural Western New York faces severe health care access challenges, with crisis-level health care workforce shortages, limited services and insurance gaps. Socioeconomic factors further complicate the region's rural health picture.

How are other regions across the U.S. reaching rural populations?

How can Western New York learn from these models of success?

KEYNOTE SPEAKERS

Paul S. Frame, MD

Tri-County Family Medicine, Cohocton, NY



A full-time rural family physician, Frame has practiced with Tri-County Family Medicine in Cohocton, NY, for the past 33 years. He has had a career-long interest in evidence-based preventive medicine and the implementation of preventive services in practice. He published one of the first evidence-based critical reviews

of clinical preventive services in 1975. He was a member of the United States Preventive Services Task Force from 1992-2004 and has been a member of the Institute of Medicine since 1988. Frame is also a Clinical Professor of Family Medicine at the University of Rochester School of Medicine and Dentistry in Rochester, NY. He obtained his medical degree from the University of Pennsylvania School of Medicine and completed his family practice residency at the Hunterdon Medical Center in Flemington, NJ.

Jeffrey A. Stearns, MD

Associate Dean, Milwaukee Clinical Campus, University of Wisconsin School of Medicine and Public Health; Director of Medical Education, Aurora Health Care



Stearns oversees undergraduate, graduate and continuing medical education offerings at the University of Wisconsin, including those for the largest health care system in Wisconsin. He previously served as Associate Chairman of Family Medicine at the University of Wisconsin. Stearns also serves on the advisory board of

the Wisconsin Academy of Rural Medicine, a recently formed rural physician development program at the university. He is published in the areas of ambulatory and rural medical education. Previously, Stearns was on the faculty of the University of Illinois College of Medicine at Rockford, where he led the college's Rural Medical Education Program. Stearns' experience in rural medicine began in 1977, when he joined Tri-County Family Medicine in Dansville, NY. His primary practice setting was in a converted fire hall in Wayland, NY. Stearns graduated from the University of Michigan Medical School and completed his family practice residency at Hunterdon Medical Center, Flemington, NJ.

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

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. Starting in January 2008, these scenarios will be presented to diverse audiences across Western New York to generate dialogue and engage the consumer perspective. 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

Join the region's health care dialogue today by participating in Reaching for Excellence's online Community Forum. Visit us at <http://rx4excellence.org> to share your perspective on health care issues facing this region.

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:



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