

A ROCHESTER REGIONAL HEALTH FOUNDATIONS PUBLICATION

Impact

A FOCUS ON
COMMUNITY PROGRAMS

WINTER 2022

In this issue:

HEALTHY MOMS
PROGRAM

BRINGING CANCER
SCREENINGS CLOSER
TO HOME

EMBRACING DIVERSITY
IN HEALTH CARE

YOUTH APPRENTICE
PROGRAM

ROCHESTER
REGIONAL HEALTH



WE ARE COMMITTED TO PUTTING OUR PATIENTS FIRST.

The Power of Together—as we move into 2022, this theme is more important than ever. While we have overcome so many challenges together, there is much work ahead.

Thanks to donors like you, we have invested in our people—our most important asset. Thanks to you, we have state of the art buildings and technology, and we have been able to attract medical professionals who are at the very top of their fields. We've received numerous accolades and recognition for nursing excellence and patient care, and we have countless reasons to be proud. Still, some of our neighbors can't afford the care they need. Some don't have transportation or the time to come to appointments. **These patients come first, too.**

That's why Rochester Regional Health created a Diversity, Equity and Inclusion team. These team members and their incredible work are strengthening long-standing and successful community programs like Healthy Moms, Refuge Health, Mobile Mammography and the Youth Apprentice Program.

These programs were championed under the leadership of Eric Bieber, MD, who retired in 2021 after serving as president and CEO of our health system. We will always be grateful for Dr. Bieber's

leadership and vision. Soon, we'll welcome a new CEO, Richard "Chip" Davis, who will continue on our mission. He also brings decades of experience, most recently from Henry Ford Health System.

Together, we will make sure we all have access to the care we need today – and for all the days to come.

With gratitude,



Kelly McCormick-Sullivan
President, Rochester Regional Health Foundations

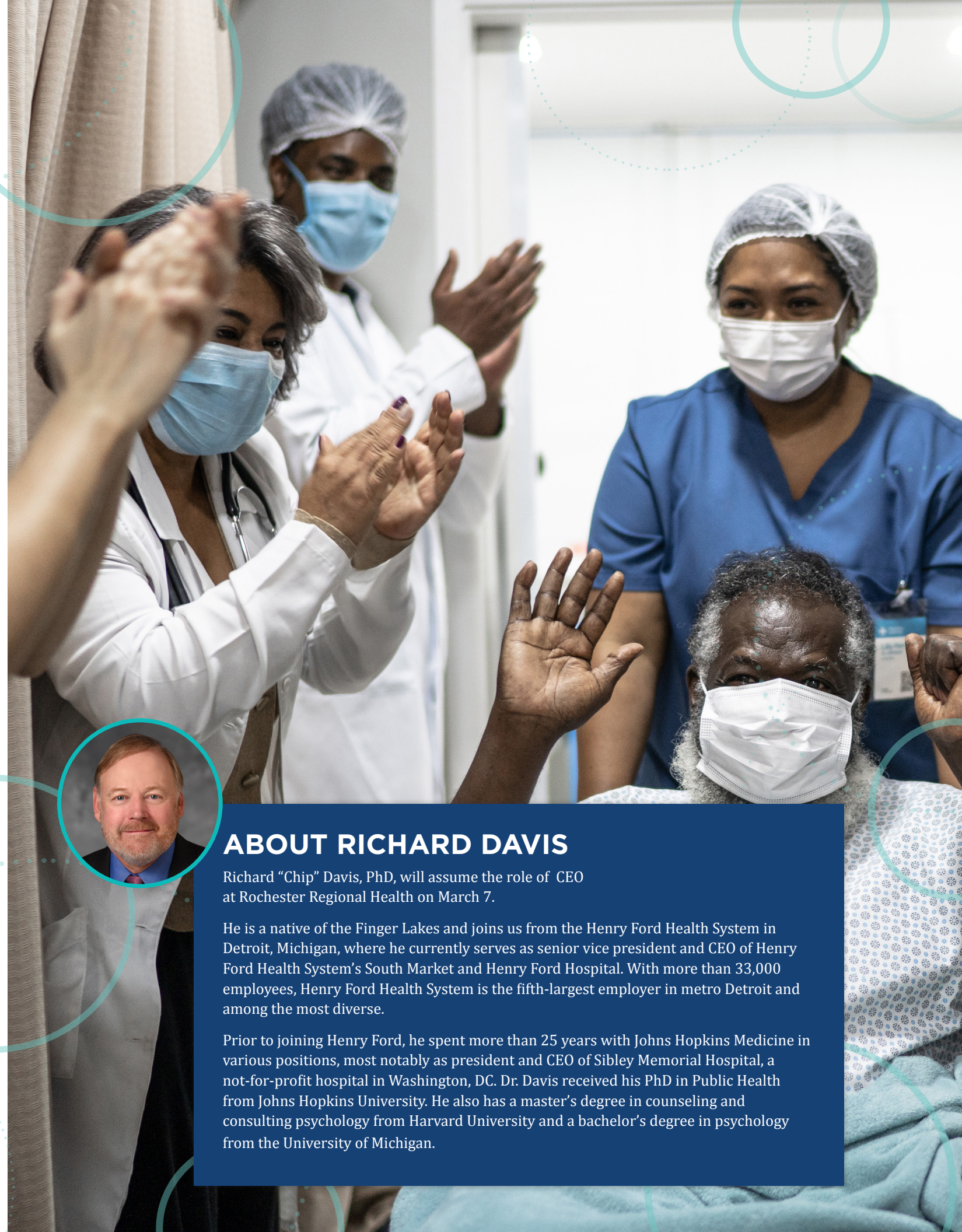


ABOUT RICHARD DAVIS

Richard "Chip" Davis, PhD, will assume the role of CEO at Rochester Regional Health on March 7.

He is a native of the Finger Lakes and joins us from the Henry Ford Health System in Detroit, Michigan, where he currently serves as senior vice president and CEO of Henry Ford Health System's South Market and Henry Ford Hospital. With more than 33,000 employees, Henry Ford Health System is the fifth-largest employer in metro Detroit and among the most diverse.

Prior to joining Henry Ford, he spent more than 25 years with Johns Hopkins Medicine in various positions, most notably as president and CEO of Sibley Memorial Hospital, a not-for-profit hospital in Washington, DC. Dr. Davis received his PhD in Public Health from Johns Hopkins University. He also has a master's degree in counseling and consulting psychology from Harvard University and a bachelor's degree in psychology from the University of Michigan.



HEALTHY MOMS PROGRAM

STRENGTHENING FAMILIES IN OUR Communities



Melissa Lomack

Mary Ann Brady believes one of the best ways to help a society is to help its mothers – and that’s why she serves as manager of business development and program operations for Rochester Regional’s Healthy Moms program.

“Healthy Moms is a vital part of the community,” Brady said, adding that the program serves women who are pregnant or who are parenting children under the age of 4. “Our goal is to educate moms and help get them to where they are able to take care of themselves and have a healthy baby.”

The women who come to Healthy Moms are all living at or below the poverty line, she said. Some have a history of domestic violence or other trauma. Many deal with food insecurities, a lack of housing and a variety of other issues that make living a healthy life difficult.

“There are so many women out there who don’t have support systems, and Healthy Moms, at times, is their only support system,” Brady said. “Some of our moms have never had a job or didn’t make it past seventh or eighth grade in school.”

To meet those needs, Healthy Moms offers everything from pregnancy education classes and mental health counseling to job training, and parenting skills coaching. “We address a lot of the needs for our moms in our program, and if we can’t help, we find someplace that can.”

Clearly, it’s working because they’re seeing improvements in the numbers of babies born full term and at a healthy weight. From 2010 to 2019, moms who attended pregnancy education classes reduced premature births by 49 percent and increased the chance of delivering their babies at a healthy weight by 37 percent.

“We’ve seen healthier babies, and we’ve seen women become more successful,” Brady said. “One mom couldn’t read, and now she has a high school diploma.” Thanks to its job training program, Project Independence, 137 moms transitioned from public assistance to employment between 2012 and 2019. That’s an estimated tax savings of more than \$1.5 million and an unfathomable increase in confidence and stability. And thanks to donors, Healthy Moms can continue to support moms in need.

“The dollars that people donate often go to purchase incentives for our moms, so they can work toward earning strollers and cribs and gift cards,” Brady said, adding that right now a big need is replacing the vans the program uses to help families with transportation. “They

are old, and the repairs are starting to nickel and dime our budget. Wear and tear is really taking its toll.” Every dollar counts because every mom counts.

“Without this program, I think a lot of the ladies that are in this community would be lost,” Brady said. “They wouldn’t have a place where they feel safe to get the help they need.”

Melissa Lomack (Left) and Mary Ann Brady (Right)



HEALTHY MOMS SUCCESS STORY

“Thank you Healthy Moms for all of the opportunities, professionally and personally, that you brought me and gave me the confidence to seize. Thank you for instilling in me new aspirations and for giving me the confidence to go out and pursue my dreams. Thank you Healthy Moms for continuing to be my second home. I will never stop talking about Healthy Moms and sharing my experience with every one that I meet. My hope and my prayer is that you, too, someday will have a place like this and an experience that you can look back on and truly say, ‘I wouldn’t be where I am today without Healthy Moms.’”

– **Melissa Lomack**, one of more than 400 women served each year by Healthy Moms



BRINGING CANCER SCREENINGS Closer to Home

For many women, mammograms never seem to make it to the top of their to-do lists – despite the important role screenings play in saving lives.

Imaging centers throughout Rochester Regional Health offer evening appointments and even some weekend appointments, but, still only 70 percent of women over 40 have had a mammogram in the last two years, said

Kenneth Van Sickle, MD, president and CEO of Rochester Radiology Association and medical director for the Mobile Mammography program.

“There are many reasons for this, and one of those reasons is access,” he said, adding that Rochester Regional’s Mobile Mammography program helps meet that need by bringing the

technology directly to women. **“We’ve had more than 5,000 screenings in the last three years.”** Women can register, be seen in the Mobile Mammography’s 42-foot bus and be finished within 20 minutes.

“Women tend to focus on doing more for everybody else,” said Tonya Brooks, program manager for the mobile mammography team. “Women serve their families, their jobs and their communities. Their disposable time is nonexistent, so we bring the equipment to their job or their church or to whatever event they are at for their child.”

In the first nine months of 2021, the team helped 1,461 women – across eight counties – get screenings. For 21 of those women, it was the first mammogram they had had in more than 10 years. And for 10 women, it meant they could start the life-saving treatment they didn’t know they needed.

SURVIVOR STORY

“Mobile Mammography saved my life. My cancer was so prominent that the doctor didn’t even couch it in other terms. She said, ‘This is cancer unless proven otherwise.’ I’m 71, and I’ve had years of mammograms. They all came back normal. I didn’t have any pain or any other symptoms. I just saw the Mobile Mammography bus in the parking lot of a shopping center and decided to stop in. If they hadn’t been able to see me, I probably wouldn’t have called to set up an appointment because I was lulled into complacency. I’m a young 71. I’m still working, and I live in Wayne County. I don’t have 45 minutes to drive to Rochester or Newark, so it really did save my life. I’m glad it was there when I needed it.”

– Susan Cifaldi, breast cancer survivor who was diagnosed in January 2021

“Donations are what enable this to occur,” Van Sickle said, especially since a grant that has supported the program for the last five years is ending in March. “I don’t know that we would be able to do this without them. Donors are the ones actually helping to save lives. They should feel like they are part of this.”

Besides screenings, Mobile Mammography educates women about health for the whole family and programs that can help people without insurance.

“Our primary goal is breast screening, but we provide women with the information they need in order to live their best lives,” Brooks said. “And I love the notion that you aren’t just helping one woman. You’re really helping every person that woman comes into contact with.”



EMBRACING DIVERSITY IN HEALTH CARE

BY: DEBORAH STAMPS, EDD, MBA, MS, RN, GNP, NE-BC
EXECUTIVE VICE PRESIDENT
CHIEF NURSING EDUCATION AND DIVERSITY, EQUITY AND INCLUSION OFFICER

At the very heart of Rochester Regional Health is its commitment to ensuring everyone – of every background, of every ability, of every economic status, of every gender – has access to the high quality health care we all deserve. This work is woven into everything we do throughout the health system because it is part of our mission to create an inclusive, equitable culture for our patients, our staff and our larger community.

For years, we’ve worked toward making sure everyone has what they need in order to succeed, however, the recent pandemic showed us that there was more work to be done. Certain groups experienced more complications and died at a much higher rate, which meant our country was far from offering true health care equity. Our health system took action and directed more funding and employee resources toward solving this because we know that when we make health care better for the person who is the most excluded, it pushes health care to be better and more accessible for everyone.

With these resources, we’re offering training for our leadership and employees. We’re reaching out to educate communities about the COVID-19 vaccine and showing high school students that everyone is welcome to a career in health care. We have enhanced our website so it can be easily translated into 100 languages, and we have plans for much, more.

With help from our donors, we are partnering with businesses and places of worship to bring health promotion and education to the people most at risk so our entire community is healthier. We’re committed to fostering a diverse and inclusive environment where people from all backgrounds are included, valued, and respected. Equity is at the core of who we are as a health system, and we won’t settle for less.

“One of the things we’re trying to do is to make the physician workforce better match our patient population because then, you have someone from the community taking care of the community.”



Nana Duffy, MD
*Lead Physician, Division of Dermatology
Associate Director,
Diversity, Equity and Inclusion*

“Equity and inclusion are important in any industry, but nowhere is it more important than in health care. We need to be at our best because we see people at their most vulnerable. When you’re fighting cancer, you shouldn’t have to fight bias. When you’re dealing with diabetes, you shouldn’t have to deal with discrimination.”



Ebony D. Caldwell, EdD, MA
*Director of Diversity,
Equity and Inclusion*

ACCOMPLISHMENTS

- Rochester Regional Health recognized as a Top three Healthcare Organization by the National Diversity Council
- Established task force for recruitment of African American and Hispanic physicians
- Educated more than 4,000 employees on diversity, equity and inclusion
- Reached more than 230,000 community members regarding COVID-19 safety and vaccination
- Recruited students from diverse backgrounds for the College of Health Careers

Olivia Martinez, Abel Naranjo Giralt, Julia Robertson, Luanys Rivera, Camila Nieves Dieppa, Edil Noel Medina, and Ken Frazier, program director



YOUTH APPRENTICE PROGRAM HEALTH CARE PROVIDERS OF *Tomorrow*

For more than 30 years the Youth Apprentice Program (YAP) has successfully introduced high school students to careers in the health industry – and experts say it’s more important now than ever.

“As crime and violence involving adolescents continues to rise, programs like YAP provide students with an alternative path forward,” said Kenneth Frazier, program director. “Students can see that you don’t necessarily need to go to school for an additional 12 years to become a health care professional. Students learn that you can become a nurse, a respiratory therapist or a radiology technologist within two to three years. And they see that they can contribute to society while making a good living.”

More than 600 students have participated in YAP, and every student has graduated from high school. YAP students come exclusively from the Rochester City School District, and besides gaining work experience, they receive mentoring, excel in academics and are encouraged to volunteer. Their experience is also enriched by learning from a variety of experts who teach everything from money management to starting a career in surgery. As part of the program, YAP students:

- **must maintain a minimum grade point average of 2.5 in core courses and a 93 percent attendance rate at both school and work**
- **work within a department at Rochester General Hospital for eight to 10 weeks and then have the opportunity to change their focus to experience different aspects of health care, including nursing, physical therapy, information technology and lab work**
- **have the opportunity to receive high school credit for hours worked**
- **are paid minimum wage, which often helps support their families or their goals of higher education**

“For 30 years I’ve seen students walk in on their first day of the Youth Apprentice Program only knowing about the roles of nurses and doctors – and I’ve seen them graduate with the understanding that there are many, many career options in health care,” said Rick Constantino, MD, co-founder of YAP. “Perhaps, even more importantly, I’ve witnessed them graduate with the confidence that they can succeed in those

health care careers.” As successful as YAP has been, it couldn’t escape some changes during the COVID-19 pandemic. The number of students was reduced, and students weren’t as able to move freely from one department to the next.

“Still, the students who are in the program – with everything that they are exposed to regarding COVID – they want to be part of health care more than ever,” Frazier said. “They want to understand what health care is all about. They want to see if they can make a difference beyond high school.”

And, thanks to generous support from donors, they continue to learn and gain work experience. “The money we receive from donors helps pay the students for their work,” Frazier said. “Many live in some of the poorest ZIP codes, and their paychecks contribute to the household budget. Some of the students are able to use their paychecks to save for college tuition or for their first car or for a prom dress.”

That’s why every donation helps, he said. “It provides for today and prepares students for the future.”

ALUMNI SPOTLIGHT

The Youth Apprentice Program gave me my start in health care and helped me believe that I could lead in a health system even though I didn’t see many African-American leaders or clinicians at the time. Now, I look back 20 years later as a leader in a large health system, and I credit the program for much of my success.

By supporting the Youth Apprentice Program, you’re providing so much more than just a job for students in the Rochester City School District. You’re providing them with an experience and a framework that can help shape the professional that they will grow to be. You’re helping them take that difficult first step into the health care field, and on any journey the first step is always the hardest.

This program works, and this program will change lives. I am living proof.

Jeremiah Kirkland, MSHA, FACHE
President and COO
Good Samaritan Hospital at Evendale





*To learn more about the programs featured
in this issue of IMPACT visit
www.rrhgive.org or call 585-922-4800.*

Because *Care* Matters

THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH

Produced in-house by our Foundations and Marketing teams.