



Regional Health Information Organization

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Jill Eisenstein to Retire from Rochester RHIO, National CEO Search Underway

ROCHESTER, NY, February 25, 2021—Jill Eisenstein, chief executive officer and president of Rochester RHIO, has announced her plans to retire from the organization at the end of August. A national search has begun for her successor to allow a seamless leadership transition.

Eisenstein has been instrumental to the RHIO's success for the past 15 years, including serving as CEO since 2015. Under her direction, the organization grew its reputation as one of the most respected, trusted, and successful health information exchanges in the United States. She plans to remain involved in the healthcare community through select consulting projects and volunteer roles.

"It's hard to convey how much we admire Jill's insights and abilities to steer the RHIO through the complexities associated with health information exchange. Thanks to her leadership, we have a deeply experienced management team and staff, outstanding infrastructure, committed funding, and a veteran board of directors—momentum that will continue," said Ann Marie Cook, chairperson of the Rochester RHIO Board of Directors.

"Rochester RHIO's evolution has been remarkable. Never could I have imagined the advanced technologies we've developed, the services we've created, the thousands of care givers we reach and our ability to better the lives of 1.5 million residents across the Greater Finger Lakes Region and beyond," said Eisenstein. "Our next CEO won't only be joining one of the most progressive health information exchanges in the country; she or he will also be working with some of the smartest and most caring people in the healthcare information technology field."

As the trusted community steward for secure electronic exchange of vital health information, Rochester RHIO has become a highly valued contributor to the region's healthcare ecosystem. The organization's involvement has consistently been shown to improve near- and long-term outcomes. It has been at the forefront of health information exchange technology, policy, and implementation for more than a decade and its leadership and collaboration at the local, state and nationwide levels continues to grow.

The national CEO search is being overseen by a sub-committee of the RHIO Board of Directors, including Eisenstein, with external assistance to attract a highly qualified candidate pool. The effort is expected to take several months.

About Rochester RHIO

Rochester RHIO is a secure electronic health information exchange serving authorized medical providers and 1.5 million residents of Monroe, Allegany, Cayuga, Chemung, Genesee, Livingston, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming and Yates counties in Upstate New York. The service allows a medical care team to share records across institutions and practices, making patient information available wherever and whenever needed to provide the best care. Patients benefit from fewer repeated tests, easier second opinions, a reduced risk of mistakes caused by poor handwriting or incomplete records, and more informed care during office visits and emergencies. It is a Qualified Entity of the Statewide Health Information Network of New York (SHIN-NY). Health care professionals and patients can learn more by visiting RochesterRHIO.org or by calling 877-865-RHIO (7446).