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Rochester RHIO Launches New Website Focused on Better Information for Better Health Care

New site streamlines access to information for consumers and providers

ROCHESTER, N.Y., May 26, 2016 — The Rochester RHIO (Regional Health Information Organization) announced today the launch of its new website: www.RochesterRHIO.org.

Celebrating 10 years of serving medical providers and patients, RHIO's new website features an improved navigation and a new design with a streamlined approach to finding information. Focused on the provider and patient experience, the new site creates a dynamic user experience across all platforms.

Highlights include

- RHIO news and newsletters
- An updated provider portal
- RHIO mission and vision
- An information page for consumers about patient consent and privacy
- Career opportunities and more

"Eighty-nine percent of physicians in our 13-county area use one or more RHIO services," says Jill Eisenstein, executive director of Rochester RHIO. "We continue to grow and offer increased solutions to the communities we serve, and the new website is just one of those tools."

Rochester RHIO serves 13 counties in the Finger Lakes region, and is a qualified entity of the Statewide Health Information Network of New York (SHIN-NY). Rochester RHIO offers authorized medical providers access to patient test results, lab reports, radiology results, medical reports, insurance eligibility and more.

For more information visit www.RochesterRHIO.org.

About Rochester RHIO

Rochester RHIO is a secure electronic health information exchange serving authorized medical providers and over one million consenting patients in Monroe, Allegany, 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).

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