

New Rochester RHIO Initiative Will Help Region Transition to Value-Based Payment Models; Dr. Tarun Kothari to Lead Effort

Better Data Holds Promise of Better Health Status for 13-County Region

ROCHESTER, N.Y., August 8, 2017 — A new Rochester RHIO initiative for better data collection and analysis will support regional medical practices and health centers as they transition to value-based payment (VBP) models. Through VBP, healthcare services will be reimbursed based on clinical results measurements.

In conjunction, Tarun Kothari, MD, FACG, FACP, has been named to a newly-created medical director role with the RHIO, funded by an opportunity grant from the Greater Rochester Health Foundation. He will lead efforts to identify gaps between health care data currently collected by clinicians and community organizations, and the emerging data needs required for quality reporting. This will promote more effective VBP and community quality metrics.

"VBP reimbursement ties payments to quality, rather than quantity. As the health care industry moves away from fee-for-service reimbursement, VBP promotes efficiency, effectiveness and value of health care services," says Jill Eisenstein, president and CEO of the Rochester RHIO. "With this strategy being implemented nationwide, data analytics become increasingly important for health care providers to measure overall performance and quality of care. We're excited about what this means for the region, and our role in helping achieve the best possible health status for more than a million area residents."

Dr. Kothari currently serves as Chief of Gastroenterology and Endoscopy for Unity Hospital / Rochester Regional Health System. He co-founded Rochester Gastroenterology Associates, from where he retired last year. Known across the region for his patient care innovations, widespread volunteerism and substantial philanthropy, Dr. Kothari was presented the Monroe County Medical Society's highest honor in 2016, the Edward Mott Moore Award. He resides in Pittsford.

"We could not be more pleased that Dr. Kothari is joining the RHIO as our first medical director – a role that has significant long-term implications for the quality of care across 13 counties," noted Eisenstein. "The unique experiences and skills required to be successful in this new position, created with input from the community's clinical experts, are daunting. In appointing Dr. Kothari, we have a highly-collaborative physician whose proven knowledge in quality reporting, direct patient care and clinical leadership are remarkable."

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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