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## Rochester RHIO Names Jill Eisenstein as Executive Director

*Appointment Follows Nationwide Search to Lead  
the Regional Health Information Exchange*

**ROCHESTER, N.Y., February 16, 2016** — The Rochester Regional Health Information Organization (RHIO) has named Jill Eisenstein as its executive director, effective immediately. She has been serving as the interim executive director since October 2015 while a nationwide search took place for the role.

“After speaking with health information executives across the country and the region, and thoroughly evaluating a number of candidates, it became evident that Jill was the most qualified person to lead the Rochester RHIO into the future,” said Bryan Hetherington, chairperson of the RHIO’s Board of Directors. “The Rochester RHIO has become one of the nation’s most successful health information exchanges, due in large part to Jill’s contributions over the past decade. Her interim leadership has been exemplary, reflecting the deep respect she’s earned from colleagues near and far.”

Ms. Eisenstein joined the RHIO in 2006 as associate director and manager of business operations, with multi-disciplinary oversight of financial, marketing, and human resource services. This included collaborating with more than 200 hospitals, health plans, physician groups and employers across the 13-county region served by the organization, as well as being the liaison to the Health Information Technology Evaluation Collaborative. The latter has resulted in three peer-reviewed studies detailing the success of health information exchanges, with the Rochester RHIO showcased as a national innovator.



“Working alongside a committed group of health care partners and Board members to help make meaningful progress against the community’s health improvement goals has been a privilege. I am also fortunate to serve with an incredibly talented and skilled staff who are genuinely committed to our mission,” said Ms. Eisenstein. “I’m excited about what lies ahead for the region and the Rochester RHIO, and the opportunity to make a real difference in the quality of patient care and in the efficiency of health care delivery”

Prior to joining the RHIO, Ms. Eisenstein held entrepreneurial positions in e-commerce and pediatric clinical services, as well as operations and development positions in health care. She earned her B.A. in Sociology from McGill University / State University of New York at Brockport, and her M.S. in Human Services Management from the Rochester Institute of Technology Graduate School of Business. She resides in Fairport, N.Y.

The leadership transition was precipitated last year by the departure of long-time executive director Ted Kremer, who relocated to Connecticut to be closer to family.

(more)

### **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](http://RochesterRHIO.org) or by calling 877-865-RHIO (7446).

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