

## Collaborative hopes to raise blood pressure awareness

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The High Blood Pressure Collaborative Work Group on Wednesday announced the kickoff of a communitywide drive to reduce the incidence of high blood pressure locally.

The blood pressure collaborative is jointly sponsored by Finger Lakes Health Systems Agency and the Rochester Business Alliance Inc. More than 60 volunteers from some 40 organizations are involved in the effort, organizers of the blood pressure push said.

As part of the drive, primary care practices owned by the University of Rochester Medical Center's Strong Health system, Unity Health System and Rochester General Health System have agreed to step up efforts to identify patients with blood pressure concerns.

The collaborative also plans to facilitate seminars among local doctors, distribute questionnaires to area residents and to sponsor free blood pressure screenings at various area locations this summer.

"Controlling high blood pressure is a critical next step in our ultimate goal to make Rochester the healthiest community in the nation," said Paul Speranza Jr., chairman of the High Blood Pressure Collaborative chairman in a statement.

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