

## RBA wins statewide award for health care initiatives

By [MOLLY CAPPOTELLI](#) - 12/2/2011 3:02:24 PM

New York eHealth Collaborative, a statewide group that promotes health information technology, honored Rochester Business Alliance Inc. for contributions to health information technology and health care.

In giving its annual Gala Award, the group cited RBA's business community support for the Rochester Regional Health Information Organization.

Christopher Wiest, vice president of public policy and advocacy for the RBA, accepted the award in Manhattan on Thursday evening on behalf of Sandra Parker, president and CEO of the RBA.

The RBA and its members have driven community support for the Rochester RHIO, and Parker has served as chairman since the organization was formed in 2006. RHIO operates a secure health information exchange that gives authorized doctors online access to clinical data on their patients.

"RBA formed its Health Care Initiative in response to our members' serious and ongoing concerns about the impact of rising health care costs on their operations and their employees' well-being," Parker said. "Our goal has been to keep costs in line while maintaining quality and improving access, important work that will benefit the entire community. The Rochester RHIO is an essential part of that, so we are very pleased that this work is being recognized."

RBA is the chamber of commerce for the nine-county Rochester region, which includes Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties.

Rochester RHIO is a secure electronic health information exchange serving authorized medical providers and consenting patients in Monroe, Allegany, Chemung, Genesee, Livingston, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming and Yates counties in Upstate New York.