



## THE PROMISE OF BETTER FAMILY MEDICINE

*Holly Ann Russell, MD with patient Ned Davis*

New career opportunities brought Ned Davis and Anne Kress from Florida to Rochester in 2009. Ned, executive director, Friends & Foundation of the Rochester Public Library, and Anne, president of Monroe Community College, knew their busy schedules and commitment to the Rochester community meant finding a family physician who met their unique needs—someone who offered extended hours, minimal wait times, and easily accessible offices.

After arriving in Rochester, their search led them to Highland Hospital's Department of Family Medicine, where they quickly bonded with Holly Ann Russell, MD. Her down-to-earth nature and passion to deliver personalized care in a respectful manner were reassurances to Ned and Anne that they had made the best choice in managing their health care.

In 2016, Ned needed to bring his chronically mentally ill sister from

Florida to live at the East House in Rochester, and it was important to find a practice where she would feel the most comfortable receiving treatment. Ned knew Dr. Russell would be a perfect fit. An added benefit for Ned's sister is the conveniently located Highland South Wedge Pharmacy, which provides her with the 11 unique medicines she takes on a daily basis.

The strong relationship that Anne, Ned, and his sister built with Dr. Russell illustrates one of Family Medicine's defining principles—a commitment to providing the highest quality patient- and family-centered care to a diverse community, from business executives, to single teenage mothers, to refugees. We are committed to increasing access to care, patient outcomes, and a healthier community. We deliver medicine to a very diverse community, and see many high-risk patients with limited resources, who have nowhere else to go for health care.

## FAMILY MEDICINE RESIDENCY PROGRAM

Many of Rochester's primary care and family medicine practitioners began their career in the Highland Family Medicine residency program. Eighty percent of all residents remain in Rochester to provide care to people like Anne, Ned, and his sister, and others within the community.

Our program is the largest in the region to offer training in community-based family medicine. The curriculum gives residents the opportunity to travel to Honduras with the Highland Family Medicine Global Health Program, and the chance to work hand-in-hand alongside nurse practitioners, physician assistants and attendees with Rochester's diverse patient population.

We are committed to providing residents with a global educational experience so they can return to Rochester using this unique training to provide the best care to people in our community.



# YOU CAN HELP US

ADVANCE QUALITY HEALTH CARE FOR THE ROCHESTER COMMUNITY

Your generosity has the power to help us educate future leaders in the field of family medicine, attract and retain faculty of established distinction from around the world, and help us continue to provide the best preventive care to patients and families in our community.

## CREATE A LEGACY

You can create a permanent legacy that funds the work of current and future researchers, clinicians or educators by establishing an endowment; a fund that is invested and managed by the Highland Foundation in perpetuity.

You can endow:

- Highland Family Medicine
- Professorships and directorships
- A range of positions for researchers, clinical faculty, residents, fellows or graduate students
- Best-in-class research, clinical or education projects and programs

## MAKE AN IMMEDIATE IMPACT

Your support will help create and maintain an environment filled with the technology, equipment, and clinical staff needed to support Highland Family Medicine's pursuit of exceptional family centered care.

You can support:

- Capital projects and equipment
- Education programs like Highland Family Medicine's Global Health Program
- Faculty Research initiatives
- Patient Care Funds



*Michael D. Mendoza, MD, MPH with patient*

For more information about how your gift can make an impact, please contact Andrew Muldoon at: (585) 341-9557 • [andrew.muldoon@rochester.edu](mailto:andrew.muldoon@rochester.edu)



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