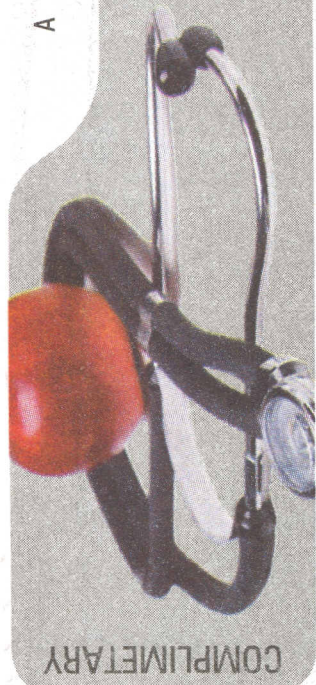


Health

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COMPLIMENTARY

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Lifetime Health earns national recognition

Patient-centered care garners praise

Lifetime Health Medical Group's health centers and primary care physician practices have each been recognized as a Physician Practice Connections® Patient Centered Medical Home™ (PPC-PCMH) by the National Committee for Quality Assurance (NCQA). Lifetime Health Medical Group is comprised of eight health centers throughout the Rochester and Buffalo regions, and five primary care physician practices in the Rochester region.

"The medical home model enables physician practices to better serve patients by finding gaps in care and targeting care opportunities," says Mark F. Perry, M.D., chief medical officer, Lifetime Health Medical Group. "It is a model that is very similar to the way our physicians and medical teams have operated for some time, so this NCQA recognition is a tribute to their ability to successfully utilize best practices in providing care."

PPC-PCMH identifies practices that promote partnerships between individual patients and their personal physicians, instead of treating patient care as the sum of several episodic office visits. Each patient's care is tended to by a physician-led care team who provide for the patient's health care needs and coordinate treatments across the health care system. Medical home physicians demonstrate the benchmarks of patient-centered care, including open scheduling, expanded hours and appropriate use of proven health information systems.

"The patient-centered medical home promises to improve health and health care," said NCQA President Margaret E. O'Kane.

"The active, ongoing relationship between a patient and a physician in a medical home fosters an all-too-rare goal in care: staying healthy and preventing illness in the first place. PPC-PCMH Recognition shows that Lifetime Health Medical Group has tools, systems and resources to provide its patients with the right care at the right time."

To receive recognition, which is valid for three years, Lifetime Health Medical Group demonstrated the ability to meet the program's key criteria embodying the characteristics of the medical home. The standards are aligned with the joint principles of the American College of Physicians, the American Academy of Family Physicians, the American Academy of Pediatrics and the American Osteopathic Association.

Lifetime Health Medical Group met key program measures in

American Osteopathic Association.
Lifetime Health Medical Group met key program measures in the following areas:

- Written standards for patient access and enhanced communications
- Appropriate use of charting tools to track patients and organize clinical information
- Responsive care management techniques with an emphasis on preventive care
- Adaptation to patient's cultural and linguistic needs
- Use of information technology for prescriptions and care management
- Use of evidence-based guidelines to treat chronic conditions
- Measurement and reporting of clinical and service performance

For more information about Lifetime Health Medical Group, visit www.lifetimehealth.org.