

DEPARTMENT OF FAMILY MEDICINE

University of Rochester School of Medicine & Dentistry

Highland Hospital

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Department of Family Medicine Pays Tribute to Eugene Farley, MD

Founder and Director of the Family Medicine Residency Program at the University of Rochester Eugene Farley, MD passed away at the end of 2013 at the age of 86. During their lives Dr. Farley and his late wife Linda Farley, MD made lasting contributions to Family Medicine and health care in Rochester and across the country.

From working with the Navajo Indians in Arizona, setting up a rural practice in Trumansburg, New York, studying international health at Johns Hopkins University, and running for Congress, the Farleys were active and involved wherever they were. But one of the most important stops began in 1967 When Dr. Jack Holler, director of University of Rochester Medical Education and Dr. Bob Hagerty, chief of Pediatrics asked Gene to start the Family Medicine Residency program and he readily agreed. Gene was director of the program for 11 years, established it as one of the premier residency programs and trained many of the future leaders in Family Medicine.

"His influence on the program and the field was enormous," said Tom Campbell, MD, chair, Department of Family Medicine. After leaving the department, Gene served for a year with Project Hope as a Visiting Professor of Medicine and as Professor and Chairman of the Department of Family Medicine at the University of Colorado Medical Center. He then served as Chair of the Department of Family Medicine at the University of Wisconsin, the largest Family Medicine Department in the country.

Throughout their lives Gene and Linda were politically active as demonstrated by Gene's candidacy for Wisconsin Congress in 1996. They spent much of their time in retirement working for "health care security for all."

The couple's family continues their work. Their son, Tillman completed his Family Medicine Residency training at the UR/ Highland Hospital Department of Family Medicine program in 1990. Gene has received numerous awards and recognitions over the years, including several from the Society for Teachers of Family Medicine (STFM) and the American Academy of Family Physicians (AAFP) among which was the AAFP Presidential recognition award and AAFP John G. Walsh, MD award for "significant contributions to the development of the discipline."





Thoughts
FROM THE CHAIR

It is fitting that we pay tribute to Gene Farley in this edition of the University of Rochester Department of Family Medicine. Gene was a larger than life figure who influenced a generation of young family physicians, including myself and many of my colleagues.

Not only did he found our residency program, which was one of the first three Family Medicine Residency programs in the country, he has always been one of my heroes in Family Medicine, as well as a mentor and role model. As a young faculty member, he strongly encouraged my interest in the role of the family in Family Medicine. As a chair, he has served as a role model, especially in his commitment to on social justice and caring for disadvantaged populations and the importance of challenging the status quo.

As director of our Family Medicine Residency Program Gene introduced us to:

- The importance of training in psychosocial medicine and focus on the family. He instituted family charts where all family members were filed.
- The role of practice based research and scholarship in developing best practices.
- The importance of about being passionate about social justice and caring for the underserved population, a value that is still held dear in this department.

After the death of his wife Linda, who was also a very prominent figure in our department's history, Gene and their sons established the Farley Center for Peace, Justice and Sustainability.

In 2009 our department established the Farley Lecture in honor of Gene and Linda. Guest speakers at the Farley lecture are physicians like Gene and Linda who are working to change the world, to make it a better place.

Best Wishes,

Tom Campbell, MD (1972)
William Rocktaschel Professor and Chair,
Department of Family Medicine

Gina Lamanna Named LEAP Emerging Leader

Gina Lamanna, MS, Program Manager, Highland Family Planning and Project Director, Hospital Medical-Home Demonstration Project has been selected as a PCT-LEAP Emerging Leader by The MacColl Center for Health Care Innovation at Group Health Research Institute. The Robert Wood Johnson Foundation and Group Health are founders of The Primary Care Team: Learning from Effective Ambulatory Practices (the LEAP Project) which is promoting best practices throughout the country.



Gina Lamanna is pictured with LEAP team members: Sarah McDonald, Katie Coleman, Gina Lamanna and Ed Wagner

The leaders are 19 outstanding individuals nominated from exemplary primary care practices across the US and represent a diversity of clinical roles including physicians, nurses, medical assistants, and quality improvement professionals. Participants were selected based on their demonstrated commitment to quality and enthusiastic recommendations from their colleagues and are participating in a year-long program.

Over the course of their year-long program, Emerging Leaders lead a webinar, present at a national conference and attend two leadership training sessions led by facilitators from the Hanley Center for Health Leadership out of Portland, ME. The Emerging Leaders program aims to cultivate the skills needed by individuals across the primary care practice to be effective leaders and drivers of change in their own organizations and communities.

"It's exciting to be part of this program," said Lamanna. "It's a great opportunity to collaborate with other practices and share our skills, tools and processes to help each other keep improving the efficiency, quality and compassionate care we deliver every day."

Kevin Fiscella, MD, MPH Leads Research to Improve Care for HIV Patients

The Patient-Centered Outcomes Research Institute (PCORI) approved funding of \$2.056 million for a University of Rochester Medical Center team to study how to reduce disparities and improve empowerment among HIV patients.

Principal Investigator Kevin Fiscella, M.D., M.P.H., professor of Family Medicine and Public Health Sciences, will lead a team that includes HIV patients, doctors, and HIV organizations to study the impact of an interactive training program for patients.

The URMC research is one of 82 proposals approved for PCORI funding to advance the

field of patient-centered comparative effectiveness research and provide patients with information that will help them make better-informed decisions about their care.

People with chronic conditions such as HIV should be actively involved in their own care to control the disease and to adhere to recommendations for screenings and immunizations. The program to be tested is a customized personal health record for HIV that includes training sessions on using an iPod to access and manage their own



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Department of Family Medicine Members Present at Global Health National Conference

The AAFP Center for International Health Initiatives (CIHI) organizes an annual conference to connect family medicine educators, residents and students and encourage the development of global family medicine. Topics include WONCA (World Organization of National Colleges, Academies and Academic Associations of General Practitioners/Family Physicians) and other international organizations that can be used as resources, developing global health tracks in medical school, innovations for improving the primary care workforce world-wide and diseases in the developing world.

Twelve members of the Department of Family Medicine at the University of Rochester (6 faculty, 4 residents, and 2 students) attended and presented at the conference with another resident and graduates who have been part of the department's year-round Global Health program.

Groups embark twice a year for two weeks at a time to rural Honduras. Partnering with an NGO called Shoulder to Shoulder, the brigade helps address the needs of the rural community San Jose, San Marcos de la Sierra in the Southwestern state of Intibucá, Honduras.

"Participating in conferences like this a great opportunity for us to share with others what we have learned through our program," said Barbara Gawinski, PhD, Associate Director of Global and Refugee Health. "We also gain inspiration to add other facets to our work."



Jen Hathorn, DO Laura Stannard DNP, Barbara Gawinski, PhD were among conference presenters.



Robbyn Upham MD, Jean Hamlin MD Lindsay Phillips MD also presented at the conference.

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data, coaching prior to doctor visits, and clinician training that supports patient empowerment.

The team expects to show that patients who receive this level of support will improve their ability to use technology to effectively manage their health, medication adherence, and care quality, regardless of race, ethnicity, and education.

Dr. Fiscella, who is a member of PCORI's Advisory Panel on Addressing Disparities, has served on numerous other national committees related

to healthcare disparities, including two for the Institute of Medicine and for the Agency for Healthcare Research and Quality (AHRQ), the American Cancer Society, and the National Institutes of Health.

The Patient-Centered Outcomes Research Institute (PCORI) is an independent, non-profit organization authorized by Congress in 2010. PCORI has awarded a total of \$464.4 million since it began funding CER in 2012. For more information about PCORI funding, visit <http://pcori.org/funding-opportunities>.

Resident Spotlight

Jennette Hathorn, MD

"The University of Rochester Family Medicine residency program had all the things that I was looking for – a focused area of interest in global health, a great OB experience, a diverse patient population, and incredible faculty with a wide range of interests," said third year resident Jennette Hathorn, MD. "When I came for my interview the quality of the residents I was able to meet confirmed that this was the place I belonged."

A graduate of SUNY Upstate Medical Center with a Bachelor of Science in Nursing who had several years experience as a nurse, Dr. Hathorn knew before she started medical school that she would choose Family Medicine because of its potential for a broad scope of practice, unique family centered approach, and community involvement.

She earned her doctor of medicine degree at the University of New England, was accepted into the Family Medicine residency program here and has a focused area of interest in Global/Rural Medicine. She has extensive international experience doing community outreach in Nigeria, India, China, Europe, Mexico and Puerto Rico.

"I have witnessed first hand the amazing work Jen had done in Honduras in terms of engaging the residents in their health and she has been highly involved in centering pregnancy," said Steve Schultz, MD, Residency Director.

"I have been challenged by the immense need in the developing world since I was teenager," said Dr. Hathorn, "and global health has been the avenue that has allowed me to be a part of the solution to that need."

Dr. Hathorn is looking forward to a two year global health fellowship after her residency. "I am moving to Africa when I graduate to work in a rural hospital - I can't see myself doing anything else," she said.



Remembering

"I have expanded my thoughts about life's quilt. The quilt is only partially completed when one dies, because



medical student rotation in Rochester at the residency, and later interviewed with Gene for a job when he was in Colorado. What a wonderful visionary. We are all indebted to him.

Mike Magill, MD

One day I was seeing patients in clinic and Gene was precepting. A woman had a very confusing story, multiple complaints that didn't seem to make sense, was quite agitated. I asked Gene for help. He came into the room, sat beside her, took her hand, and said "it sounds like you're having a hard time." She burst into tears and the real story came out. In 30 seconds he made a human contact that is the essence of a good doctor-patient relationship. Needless to say I was humbled, and I've never forgotten the lesson.

Jim Scott, MD

Gene and I both graduated from Swarthmore College and both were GP residents at the U of Colorado, albeit 5 years apart in both. When I left general practice in Sitka, Alaska in 1969 it was to join Gene's faculty in Rochester. I was coordinator of the residency that year when we took in the first R-1's including Terry Kane, Pat Harr, and John Hanson. It was quite a year and it led to me moving to the U of Washington in 1970 to start the department there. I have enjoyed seeing Gene at Swarthmore every 5 years as our classes held reunions. I miss him already.

Ted Phillips, MD

He and Linda quickly became my earliest role models. Based on their influence, I became the first family medicine resident to graduate from the Montefiore FP residency program (1975) and have spent my career with safety net health service programs.

Merle Cunningham, MD MPH

Gene had many gifts, including a stunning ability to see clearly what was needed and possible and to inspire others to work together to achieve intimidating goals. Many people from all walks of life were infused with Gene's optimism that good people working together can achieve anything.

Larry Green, MD

I was one of the first med students to work with Dr. Farley in the newly established program. He was an inspiration, and a true mentor to me. It was his initiative that got me involved in an externship in Sitka Alaska which ultimately led to my living and working there for 3 years after the internship. I believe Gene had a strong impact on me in terms of his skillful practice of the art of medicine. I'm sure it influenced my practice from day one. However, it just took one more generation to return to the practice of Family Medicine. I believe that the second Dr. Roessler (Debbie Roessler, Chief Resident 2011-12) would make Dr. Farley proud in her dedication to her own art in the practice of Family Medicine. She is a representation of Gene's legacy.

Barry Roessler, MD '71

Gene was a remarkable human being in innumerable ways, and a truly great man. He was vastly influential in my life as a teacher, a thinker, an activist, a role model and a person of

enormous decency. The world is a better place thanks to him, and we should celebrate his life and accomplishments as we mourn his passing.

Bob Hogan, MD

Gene was a mentor for many of us in Family Medicine at the University of Rochester. I visited him this summer and toured his Center for Peace, Justice and Sustainability. His passion for all three and for universal health care remained strong. He was truly one of the great leaders in Family Medicine and a wonderful man. He will be greatly missed.

Tom Campbell, MD

I trace my heritage as a family doc directly to Gene through Terry Kane who came to start the residency at Duke when I was a student. Terry passed on a lot of Gene's philosophy and commitment, and had he not arrived to validate the idea of being a family doc I would have ended up a psychiatrist. I spent a summer

Gene Farley

others include and add to our life's quilt at the same time they are living and developing their own." Dr. Gene Farley

Excerpts from a Tribute to Eugene Shedden Farley, Jr, MD

By Tillman Farley, MD

When my mom, Linda Farley, died in May of 2009, I was worried that my dad, Gene Farley, would soon follow. They had been partners in life for 54 years, and it was hard to imagine one without the other. They had worked in medical practice together on the Navajo reservation in Arizona, and later in small town Trumansburg, NY. They had worked together in academic medicine in Rochester, Jamaica, Colorado and Wisconsin. And until Linda died, they had worked together tirelessly campaigning for social justice. I think they had busier schedules after retirement than before. Together, they became statewide and national leaders in the push for single payer healthcare reform – Medicare for everyone. Together, they were at every peace rally and every anti-war rally in Wisconsin. Together, they traveled to Washington, DC and elsewhere if they thought their presence would help.

When Lindy died, we were all worried about Gene. But Lindy was less worried. The day my mom died, in one of her last full sentences, she said, "We're all excited to see what Gene will do next." She had it right. Dad wasn't quite done innovating and pushing the ball forward.

Immediately after their mom's death their sons and Gene decided to create a non-profit entity – the Farley Center – and donate the couple's Wisconsin house and land to it. Gene envisioned a Center for Peace and Justice, with a three-fold function – providing meeting space for progressive activist groups, providing land for a farm incubator in which immigrant farmers looking for independence could teach each other small-scale organic farming techniques, and to fund the whole operation and to preserve the land in perpetuity – a green burial cemetery.

Four years later in August 2013 The Linda and Gene Farley Center for Peace, Justice, and Sustainability was born, along with a sister organization, the Natural Path Sanctuary. (See www.farleycenter.org for more information.) By the time of the dedication event, the Center was in excellent hands with Dr. Farley as Executive Director. But three months later he passed away.

The family converged again on the Farley Center outside of Madison and on Sunday, November 3, dug a grave for him in the Natural Path Sanctuary in a small grove to the left of one of his art installations, and just a few yards from Lindy's grave.

Surrounded by family and a few friends, we told stories and shared memories, and then, under a beautiful November sun, we covered him over. That night his memorial service was attended by hundreds of people whose lives he had touched. We're all excited to see what he does next.

See back page for information about gifts in memory of Drs. Gene and Linda Farley.



BACK ROW: Tom Klosterman, Mike Rosnick, Terry Kane, Bill Morehouse, Jim Ward, unknown, Ross Lawler, Gary Hankins, Judy Appleton, Greg Gebred, Dave Ness.

MIDDLE ROW: Hannah Solky (child psych), Jack Froom (faculty), David Metcalfe (faculty), Gene Farley, Don Treat, Colin Baker (faculty)

FRONT ROW; Paul Switzer, Pat Harr, Joe Mancini, Haigh Fox, John Hansen



BACK ROW: unknown, unknown, Norm Wetterau, Ralph D'Amore, John Hansen, unknown, Gary Hankins,

FRONT ROW: Brian Flanigan (derm faculty), Gene Farley, Don Treat, Ted Phillips



Alumni Spotlight



Richard Rockefeller, MD '82 "I have always loved science, especially biology," said

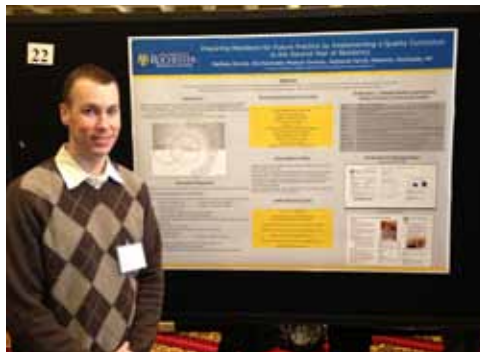
Richard Rockefeller '82, "and I work better with individuals rather than groups or institutions, so solo-practice family medicine seemed a good combination of interest and temperament for me. And it was, as it turned out!"

After he completed his Family Medicine residency at the University of Rochester in 1982, Dr. Rockefeller practiced and taught family medicine in the Portland, Maine area and stayed until 2000. Dr. Rockefeller is currently engaged with a variety of humanitarian and environmental interests. He is an advisory trustee to the Rockefeller Brothers Fund, having served as chair of the board from 2006 to 2013. He chairs the executive committee of the Sargasso Sea Alliance, a nonprofit committed to high-seas ocean protection. He chaired the U.S. advisory board to Doctors Without Borders/ Médecins Sans Frontières/MSF from 1989 until 2009. He also founded and led two nonprofit organizations in the 1990s, Health Commons Institute and Hour Exchange Portland.

Over the past decade Dr. Rockefeller has supported several avenues of health research, including cancer immunology and, more recently, MDMA (ecstasy)-assisted psychotherapy for posttraumatic stress. He recently spoke on present "Ecstasy and the Agony of Post-Traumatic Stress Disorder." The URMC Department of Family Medicine will present the fifth annual Gene and Linda Farley Lectureship

His thesis is that ecstasy can effectively treat – maybe even cure – post-traumatic stress disorder (PTSD). Studies involving a small number of people with moderate to severe treatment-resistant PTSD found most subjects were improved after three treatments with medical-quality ecstasy. He is cautiously optimistic about the prospect of psychedelic medicine, which he believes could heal the trauma in millions. FDA-approved trials of therapy with ecstasy began in 2004, and Dr. Rockefeller believes the U.S. government will eventually approve using the drug for serious medical treatment if research on larger numbers bears out these early findings.

Prior to the Family Medicine residency program in Rochester, Dr. Rockefeller received his education at Harvard College (BA 1971), Harvard School of Education (Ed.M. 1974), and Harvard Medical School (MD 1979). He is father to four grown children and grandfather to three, and lives in Falmouth, Maine.



Mathew J. Devine, DO, Associate Medical Director, Highland Family Medicine, presented "Preparing Residents for Future Practice by Implementing a Quality Curriculum in the 2nd Year of Residency Using Longitudinal Rotation," at a poster session at the New York State Department of Health Hospital Medical Home Project Annual Meeting earlier this year. Tom Campbell, MD, Family Medicine Chair, was part of a Leadership Panel: Residency, Clinic and Hospital Leadership at the same conference.



Steven Barnett, MD, Associate Professor, Departments of Family Medicine and Public Health Sciences received the Award for Excellence in Research Addressing Cardiovascular Health Equity from the American Heart Association (AHA) Council on Lifestyle and Cardiometabolic Health during the AHA 2014 conference on Epidemiology and Prevention/Nutrition, Physical Activity and Metabolism (AHA EPI/NPAM 2014 in San Francisco). The award recognizes an outstanding abstract submitted by an investigator in the area of "Cardiovascular Health Equity," including the areas of health behaviors, risk factors and CVD clinical outcomes. Lawrence J. Appel MD MPH, Vice Chair of the AHA Council on Lifestyle and Cardiometabolic Health, Steven Barnett, MD and Peter W.F. Wilson MD (right), Chair of the AHA Council on Lifestyle and Cardiometabolic Health.



Highland Hospital awards trophies quarterly that focus on 2 HCAHPS domains per quarter, an ambulatory area and have an additional award titled, "Putting Patients and Families First." One of the domains focused on for Q2 of FY14 was Physician Communication. Highland Family Medicine received this award.

"We get many kind remarks about the physicians at Highland Family Medicine and the team is very impressed with the number of programs and initiatives HFM is working on to promote healthy living in our community," said Kara Halstead, Highland Hospital Physician Liaison. The department was recognized for efforts with smoking cessation to Patient Centered Medical Home, coordinated diabetes care and others. Michael Mendoza, MD, MPH, MS, Medical Director, Highland Family Medicine, accepts award from Kara Halstead.



Thomas L. Campbell, M.D., the William Rocktaschel Professor and Chair of the Department of Family Medicine, was recently elected chair of the Council of Academic Family Medicine (CAFM).

CAFM consists of the leadership of the Association of Departments of Family Medicine, the Association of Family Medicine Residency Directors, the North American Primary Care Research Group, and the Society of Teachers of Family Medicine. It provides a unified voice for academic family medicine. Dr. Campbell previously served as president of the Association of Departments of Family Medicine and is currently on a national committee examining the Future of Family Medicine.

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Faculty Accomplishments

Published Journals from July 1, 2013 – March 30, 2014

Alexander SC; Ladwig S; Norton SA; Gramling D; Davis JK; Metzger; DeLuca J; Gramling R. "Emotional distress and compassionate responses in palliative care decision-making consultations: a direct observation study." *Journal of Palliative Medicine*. 2014. [Epub ahead of print]

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Bensink ME; Ramsey SD; Battaglia T; Fiscella K; Hurd TC; McKoy JM; Patierno SR; Raich PC; Seiber EE; Warren-Mears V; Whitley E; Paskett ED; Mandelblatt S; Patient Navigation Research Program. "Costs and outcomes evaluation of patient navigation after abnormal cancer screening." *Cancer*. 2014;120(4):570-8

Cameron RA; Mazer BL; DeLuca JM; Mohile SG; Epstein RM. "In search of compassion: a new taxonomy of compassionate physician behaviours." *Health Expectations*. 2013. [Epub ahead of print]

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Carroll T; Epstein RM; Gramling R. "What is a useful strategy for estimating survival for persons with advanced non-cancer related illness in palliative care settings." *Evidence-based Practice of Palliative Medicine*. 2013;Chapter 42:241.

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Chapman B; Fiscella K; Duberstein P; Kawachi I; Muennig P. "Measurement confounding affects the extent to which verbal IQ explains social gradients in mortality." *Journal of Epidemiology and Community Health*. 2014. [Epub ahead of print]

Epstein RM; Entwistle VA. "Capacity and Shared Decision Making in Serious Illness." *Palliative Care and Ethics*. 2014:162.

Epstein RM. "The ambiguity of personhood." *The American Journal of Bioethics*. 2013;13(8):42-4

Fogarty CT. "Helpless." *Family Medicine*. 2013;45(10):737.

Fogarty CT; Mauksch LB. "Reflections on the fifteenth annual meeting of the Collaborative Family Healthcare Association: Broomfield, Colorado." *Families, Systems & Health: the Journal of Collaborative Family Healthcare*. 2013;31(4):323-5.

Fogarty CT; Mauksch LB. "Inheritance and vision." *Families, Systems & Health: the Journal of Collaborative Family Healthcare*. 2013;31(3):237-8.

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communicating prognoses in neurological disease." *Neurology*. 2013;80(8):764-72.

Horowitz R; Gramling R; Quill T. The state of palliative care education in U.S. medical schools. *Medical Education*. 2014;48(1):59-66

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Jerant A; Fiscella K; Tancredi DJ; Franks P. "Health insurance is associated with preventive care but not personal health behaviors." *The Journal of the American Board of Family Medicine*. 2013;26(6):759-767.

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McKee MM; McKee K; Winters P; Sutter E; Pearson T. "Higher educational attainment but not higher income is protective for cardiovascular risk in Deaf American Sign Language (ASL) users." *Disability and Health Journal*. 2014;7(1):49-55.

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Norton SA; Metzger M; Quill T; Alexander SA; Gramling R. "Palliative care communication: linking patient prognoses, values, and goals of care." *Research in Nursing & Health*. 2013;36(6):582-90

Peppone LJ; Mustian KM; Rosier RN; Carroll JK; Purnell JQ; Janelins MC; Morrow GR; Mohile SG. "Bone health issues in breast cancer survivors: a Medicare current beneficiary survey (MCBS) study." *Supportive Care in Cancer*. 2014;22(1):245-251.

Pierce D; Pulse Group. "To get quality care, you need the right kind of patient." *The Washington Post. Health, Science & Environment section, April 7.*

It was another great year for the Polar Plunge!



The Department of Family Medicine had a total of 11 participants for their team “Docs Who Dunk” – including Residency Director Steve Schultz, MD, in his 12th year in a row! Also participating were medical director Mike Mendoza, MD, and Clinical director Heidi Tompkins, RN as well as OB Fellow Danielle Carter, MD, residents Matt Thomashefski, MD, Ani Kolasa-Lenarz, MD and faculty alumni Eric Smith, MD who returned from Ohio to participate. The team raised more than \$1600 for Special Olympics!

Your Gifts

Your gifts in memory of the Farleys will support the Gene and Linda Farley Lectureship. You may give on line at www.urmc.rochester.edu/family-medicine or contact Jodi Revill, Senior Director of Advancement at 585-276-4978 or jrevill@ur.rochester.edu