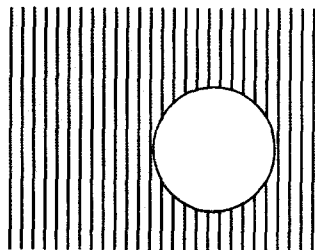




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regional medical programs

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Buffalo

Western New York

The mission of the Western New York Regional Medical Program is to engineer the vast changes in biomedical knowledge and social relationships into effective, efficiently delivered health services. The Program is working toward this objective through information and training programs, direct aid, demonstrations, and field projects for physicians in its nine county Region.

Both biomedical knowledge and social relationships appear to be changing at exponential rates. The Western New York Regional Medical Program is providing a durable and flexible mechanism for engineering these changes into effective and efficiently delivered health services. Promising concepts can be supported with seed moneys for up to three years. If demonstrated to be valuable, an activity is integrated into the health care pattern within our Region.

As patient load increases, the practicing physician struggles to find time for his continuing education. We continually seek to support more efficient methods of disseminating new knowledge. We also stress efficient, cooperative relationships among health

personnel and among the institutions and organizations in which they work.

Determining Areas of Emphasis

The Western New York Regional Medical Program cooperates with other interested agencies (model cities, health departments, etc.) in setting standards for what are considered necessary projects. The physicians and allied health personnel of our nine county Region determine priorities and review and approve the proposals for health care delivery. Our regional advisory group reflects the medical and lay people from rural and urban communities. We foster the natural self-interest of the county committees to insure total regionalization of each project.

A regional author develops each proposed activity into a grant request. Regional Medical Program staff members guide the proposal through the nine county committees and the proposal and evaluation committees and to the Regional Advisory Board for the final decision. Authors are invited to appear before committees to discuss ways in which their documents can be improved to reflect the greatest number of suggestions.

Benefits for Participating Physicians

The Western New York Regional Medical Program is balanced to give physicians

information and training, direct aid, demonstrations, and field projects. The Telephone Lecture Network is the voice of the Program. Experts present important new concepts within their areas of specialty to the practicing physicians of the Region. The network is similar to an old-fashioned party-line system. Its unique feature is that it allows two-way communication. Physicians at each of the 60 receiving locations throughout the Region can speak on the new concepts being presented.

An Information Dissemination Service uses the Telephone Lecture Network as a communication link and the Health Sciences Library at the State University of New York at Buffalo as a resource medical library. The service offers physicians printed information from a broad spectrum of medical and scientific journals and books and alerts them to new developments in their field of interest.

Through workshops and institutes, physicians and other members of the health care team are kept abreast of the latest advances in medical care. Cancer teaching days, a pulmonary disease conference, and a group practice symposium are among recent activities sponsored by the Regional Medical Program.

Demonstration projects allow the physician to evaluate a model without investing time and effort in an untried venture. For example, a physician who is considering community practice can observe at the established model family practice training center, co-sponsored by the Western New York Regional Medical Program. Physicians and allied health personnel accept a family group for supervision so that the individual is treated with knowledge of the home and social environment. Management and follow-up treatment are given through the coordinated efforts of doctors, nurses, social workers, pharmacists and others.

A field demonstration project in topical chemotherapy, based at Roswell Park Memorial Institute, Buffalo, is receiving a great

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deal of enthusiastic acclaim from physicians. The Buffalo-Rochester Dermatologic Society and the department of continuing education at the State University of New York at Buffalo are assuring communication with physicians throughout the Region. The Telephone Lecture Network is used as the vehicle for lectures on the general scope of skin cancer and specifically on topical chemotherapy. The next phase will involve field training in topical chemotherapy combined with a rigorous system of data collection and analysis of results.

Prescription for the Future

We shall continue to stress three major objectives of overall importance to organization and delivery of health care in the Region: (1) accessibility of medical care, (2) quality of care, and (3) economy in the delivery of health services.

We seek ever-increasing involvement and participation of physicians in determining the nature of and best solutions for their problems. Constant regional communication in clear terms is vital. The ability to talk together is prerequisite to cooperation. Only then can we translate science into service.

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