

Valley View Family Practice Associates

213 State Route 245
Rushville, NY 14544
(585) 554-3119

4638 State Route 245
Gorham, NY 14461

198 Parrish Street
Canandaigua, NY 14424
(585) 394-4920



Geoffrey P. Ostrander, M.D.
Robert J. Ostrander, M.D.
Donna J. Schue, M.D.
Christine E. Rose, P.A.

John J. D'Amore, M.D.

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To our Patients:

We are writing to let you know that Valley View Family Practice has decided to join the Rochester Regional Health System. This process of transition will occur over the next several weeks, and we will officially be part of the Rochester Regional System on January 27, 2020.

Why did we decide to make this change?

The physician-partners at Valley View get together regularly, and one of the things we talk about is the changing healthcare environment. We have always tried to stay ahead of developments-positive, negative and mixed. For example, we were one of the first practices in the region to switch to Electronic Medical Records in 2005. Government and insurance regulations and administrative work that have nothing to do with providing good care have become a heavy and continually growing burden for all of us. These take time and energy away from our patients, not just for the physicians, but also for everyone in the office; and patient care and service is the main focus of everyone at Valley View, even those behind the scene who do billing and medical records, for example. It is harder and harder for small private practices to meet these administrative and regulatory requirements, and larger organizations have the capacity and dedicated teams to manage these tasks well.

A second driver for joining a larger organization is the long-term future of the practice. For the last 13 years, Family Physicians have been the most in-demand specialty. Therefore there is a great deal of competition for new Family Physicians. Although neither Dr. Robert Ostrander nor Dr. John D'Amore have any plans to retire in the near future, eventually replacements will need to be recruited, and that process needs to be begun years ahead of time. Small private practices are at a distinct disadvantage when competing with large organizations for new physicians. Having just four of us sharing call, has been very difficult, and is not a situation any new recruits would accept. Joining a larger group will provide some assistance with after hours and weekend coverage. Finally, competition for high quality members of our team, other than physicians, when we need to expand or someone moves on is increasingly more intense.

Why did we choose Rochester Regional Health?

Fortunately, we had the capability to consider various options for partnership. We are recognized as a high quality practice. As we explored our options, continuing to care for patients with as few changes in the way we care for our patients was our first priority. Excellent primary care is also a priority for Rochester Regional. They are not only willing, but actually prefer, that we continue to practice as we have, with the same philosophy, staff, scheduling and personalized physician-directed patient care. We physicians will continue to control how the office is run. We look forward to this partnership for the help it will provide with administrative and other challenges that we have struggled with and for the enthusiastic support of being able to continue to focus, perhaps even more, on providing excellent care.

What changes will be necessary?

Of course, there will be some changes, some of which we can predict, and others we will all have to work with as they arise. Probably the biggest change that will affect our patients is that we will no longer be providing inpatient care as the attending physician at Thompson Hospital. This will be very difficult not only for you, but for us. However, there is no possible way to expand our coverage group or eventually recruit new physicians if we continue to admit patients to the hospital. We will be working closely both with Thompson Hospital and Clifton Springs Hospital to be involved in our patients' care when they are hospitalized. Billing will be done, of course, by Rochester Regional and we will be switching lab services for labs drawn in the office to Rochester Regional labs. While we look forward to developing a close relationship with the hospitals and subspecialist physicians affiliated with Rochester Regional, especially at the Clifton Springs Hospital and Clinic, patients will continue to have their choice of which consultants they see and where they receive other services such as hospitalization, labs, X-ray and Physical Therapy. Ongoing relationships with physicians connected with Thompsons Health or other area hospitals will not be affected.

We hope that this provides good insight into the upcoming change, and provides you with a good understanding of both the reasons and what to expect. As we discussed above, continuing to provide excellent personalized care and making the transition as smooth as possible remain our number one and two priorities. Do not hesitate to ask any questions or share any concerns with any of us.

Sincerely,

Robert J. Ostrander, M.D., John J. D'Amore, M.D., Donna J. Schue, M.D., Geoffrey P. Ostrander, M.D.

The Partners of Valley View Family Practice