

## HIS BRANCHES & IBERO



System Transformation and Community Investment Program focus on integrating community-based care into the healthcare delivery system, supporting community based organizations in programming designed to positively impact health outcomes, health equity, and the cost of healthcare.

His Branches Community Health Center, Ibero-American Action League, and Finger Lakes Performing Provider System (FLPPS) are collaborating to address health disparities among the Latino population in the City of Rochester; disparities that have been highlighted and intensified by the COVID-19 pandemic.

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**3000**  
**FAMILIES IN ROCHESTER**  
**NEIGHBORHOODS NEED**  
**BETTER ACCESS TO**  
**PRIMARY AND BEHAVIORAL**  
**HEALTH SERVICES**

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There are approximately 3,000 families in the Upper Falls, South Market View Heights, and Beechwood Communities that need better access to primary and behavioral health services.

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“We’re excited to partner with organizations that have worked tirelessly to address historical barriers in access and a history of inspiring hope for the future. The opportunity to learn from the staff at Ibero will make us a better team. Leveraging the trust they’ve built with their clients will create access for better health outcomes. This is a true partnership of organizations working together for the good of our neighbors.”

**MIKE WESTON**  
**THE EXECUTIVE DIRECTOR OF HIS BRANCHES**

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His Branches is creating this access to these services by hiring bilingual providers, nurses, and case managers, and providing mental health services in the same location as primary care. Ibero will coordinate care with His Branches by conducting outreach to its clients and connecting individuals to these services at His Branches.

His Branches will have the opportunity to learn from the staff at Ibero, leverage the trust they’ve built with their clients, and create better access for improved health outcomes.

