



Fran Weisberg
Executive Director, Finger Lakes Health Systems Agency
(FLHSA)

Fran Weisberg has more than 25 years of experience in human service, community leadership, administration, policy-making and fundraising within the Rochester community. As FLHSA's Executive Director, she oversees an independent health planning organization working to improve health care in Rochester and the Finger Lakes region. As the only fully functioning health systems agency in New York State, FLHSA provides a “community table” where all stakeholders – physicians, hospitals, consumers, employers, insurers, business, labor and others – can work together to debate and resolve critical health-care issues.

Under Ms. Weisberg’s leadership, the agency is achieving a strategic vision of a high-performing health system that delivers the right care at the right time, and at the right place – by improving quality and access to care and by reducing costs in the system. Recent successes include the Community Health System 2020 Commission, which will help the Rochester area save millions of dollars in annual operating costs by balancing hospital modernization needs against community resources. Ongoing efforts include reducing preventable hospital admissions and avoidable emergency room visits; improving high blood pressure care; eliminating health-care disparities among people of color; combating childhood obesity; planning long-term health services for the aging; and helping people living with HIV/AIDS.

Ms. Weisberg previously served as President/CEO of Lifespan for more than 10 years, transforming the non-profit from a \$1.5 million agency into a more than \$5 million organization. In addition, she led Lifespan to provide direct services to those 55 and older, created a statewide model to combat elder abuse, and co-chaired the new Statewide Elder Abuse Consortium. Ms. Weisberg also served as Vice President for External Affairs and Strategic Directions at Catholic Family Center. Her background includes both operational and planning/programming development responsibilities at the institutional, community, and state level. A member of numerous local boards, Ms. Weisberg received a bachelor's degree from the University of Rochester.

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Finger Lakes Health Systems Agency

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