

A Tireless Advocate for Physicians

Healthcare has always been in Nancy Adams' blood, starting with her candy striper days at Rochester General Hospital. As a teenage girl helping patients, it didn't take her long to realize she had found what she was meant to do. Nancy spent the next two decades in leadership roles for more than 50 medical associations and agencies, retiring in December 2016.

"Since I was a kid I've been really interested in healthcare," says Nancy. In her 20s, Nancy went to school to be a medical assistant. "I loved it. I worked for an internist for my first job, and he had a solo practice where I was the only employee. He was an amazing person who taught me a great deal." He told Nancy that he wouldn't be around forever, and suggested she go back to school at some point. With that, Nancy enrolled at Monroe Community College to earn her two-year degree in medical lab technology.

Nancy went back to work part-time in a medical office a few years after she and her husband, Peter, her high school sweetheart, had their two children, Kristen and Dale. In a short time, she was promoted to medical practice administrator. After nine years, she was ready for a change and helped to start an office manager committee at Monroe County Medical Society (MCMS). MCMS was in need of a project coordinator and hired Nancy to fill the position in 1997.

Early on, Nancy helped to research, write, and present the highly successful MCMS Survival Series training programs that continue today to be highly anticipated and well attended by medical staff.



Only two years later, Nancy was named Executive Director of MCMS. "The timing was just right," says Nancy. "I was just finishing up my Bachelors of Science in Organizational Management at Roberts Wesleyan College, and I was going for my Masters in Management."

At the time she was offered the job, Adams wasn't completely sure she was cut out for it.

"In the interview process," Nancy explains, "I was very honest with them. I said I've never done this before and I don't know if I can do it. But if I can't, I'll be the first one to tell you that."

Nancy didn't have to – not by a long shot. She spent the next 19 years serving as Executive Director for MCMS, Genesee Valley Medical Foundation, and the American Academy of Pediatrics, New York Chapter 1. Nancy's tireless passion and commitment earned her a reputation as being a fierce advocate for physicians and patients in

Monroe County and the 7th District. Among her most notable accomplishments, Nancy helped to create and oversee a \$3.1 million grant-funded electronic medical record implementation project, which assisted medical practices with EMR funding and implementation.

She also oversaw a New York State e-Collaborative Regional Extension Center grant to assist 300 medical providers with requirements for participating in the federal government's EMR incentive programs. Most recently, Nancy oversaw a \$600,000 Greater Rochester Health Foundation Hypertension Guideline Implementation grant which included the participation of 45 adult primary care practices and 172 physicians in both system-owned and private practice settings.

As executive director of the AAP's NY 1 Chapter she was instrumental in establishing several pediatric councils throughout New York State, as well as bringing together physician leaders and insurance plan administrators to improve the quality of care for children.

Nancy has served the medical community in many aspects. Her dedication to the role of MCMS executive director helped to educate and inform physicians and administrators regarding constant changes and restructuring of governmental and insurance policies affecting day-to-day operations and future planning.

She not only sat on many committees, but also patiently took the time to learn

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Nancy J. Adams, MD

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and understand grievances within both private and hospital based practices. She responded quickly to issues and brought them to the attention of the necessary parties. By participating in more than 80 media interviews each year, Nancy helped MCMS become the area's authoritative voice of medicine.

Nancy has received numerous awards in recognition of her work, including the American Medical Association's Medical Executive Lifetime Achievement Award in 2014 and the Rochester Business Journal's Health Care Achievement Award for Innovation in 2013.

She has been an active participant in over 100 different community organizations over the last 19 years. Her activities have ranged from being a member of Assemblyman Joseph Morelle's Leadership Cabinet for seven years, to serving on multiple committees and workgroups for Finger Lakes Health System Health Agency, now 'Common Ground Health', Rochester RHIO, the Monroe County Department of Health and many more.

Her dedication and advocacy has been instrumental in keeping private practices informed of insurance and regulatory changes. A true servant to the medical community, Nancy is a wealth of knowledge, establishing strong relationships with physicians, working with insurance companies, community businesses, and hospitals.

While she transitions into retirement, Nancy continues her passion of serving on the Board of St. John's Home Foundation, as well as the Board of St. Joseph's Neighborhood Center – where she has often redirected contributions in lieu of personal gifts.

These days, she can also be found at home with her new bosses, as she affectionately calls them – that is, her two grandchildren, Jeanette, age 3, and Benjamin, 6 months old. "When my grandchildren snuggle up with me, there's nothing more relaxing." After two decades of unparalleled devotion to local physicians and the community, she deserves just that.



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