

# LIDESTRI FOODS AND GRIPA BRING HIGH QUALITY, COST-EFFECTIVE HEALTH CARE TO LOCAL WORKERS

LIDESTRI FOODS HAS CONTRACTED WITH THE GREATER ROCHESTER INDEPENDENT PRACTICE ASSOCIATION (GRIPA) to bring the benefits of GRIPA's flagship program, GRIPA Connect™ Clinical Integration (CI), to the employees and dependents who get their health insurance through LiDestri. LiDestri expects that the GRIPA CI program will enhance the health care for their employees, helping them to navigate through a sometimes complex medical system more easily. LiDestri has a long history of helping their employees to

business, and technology management services aimed at making better health care easier to deliver, less costly for patients, and more rewarding for all involved. GRIPA's CI program creates a connected community of physicians, hospitals, labs, imaging facilities, and pharmacies, sharing patient information through a secure web portal. The program also includes robust care management and adherence to physician-created Clinical Guidelines.



Rochester General Health System who launched the program earlier this year.

LiDestri Foods, Inc. is a leading food and beverage company

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*Dr. Cynthia Reddeck-LiDestri*

be as healthy as they can be, and the GRIPA CI program is the latest addition to their wellness arsenal.

Dr. Cynthia Reddeck-LiDestri, the Wellness Program Director at LiDestri Foods, says that “This is one of the few programs that can significantly improve the delivery of health care and at the same time, actually has the potential to reduce costs for employees and the company.”

GRIPA provides medical,

LiDestri employees and their dependents will have access to nurses, social workers, and clinical pharmacists who can help answer their questions and educate them about their medical issues, help them solve problems that may prevent them from being as healthy as they can be, and help them save money on prescriptions.

LiDestri Foods is the second local employer and the first outside the GRIPA family to contract with GRIPA's CI program. The first was the

headquartered in Fairport, N.Y. with four manufacturing locations in New York, New Jersey, and California. The company employs about 400 people in Fairport and about 300 more in the remaining locations.

**GRIPA**  
**Connect**<sup>™</sup>  
Clinical Integration  
Physicians coming together  
for all the right reasons