



Marlene Bessette

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Co-CEO Rochester RHIO and Common Ground Health, Greater Rochester Regional Health Information Organization

Years in current role: 3

What emerging trends or technologies do you think will have the biggest impact on health care in the next 12 months?

Given the role I have now, it's impossible not to think that both data/device interoperability and leveraging data analytics in conjunction with heightened patient self-knowledge (through wearables and their own use of AI) will enable patients to take more control of their health and health care costs. My hope is that a "prevention" agenda really takes hold as people adopt technology and become more comfortable with AI.

What's one lesson the past few years have taught you about resilience or innovation in health care?

For any innovation to be successful, but especially in health care where so much of the success is dependent on the behavior of patients, good ideas and solid technology are not enough. You have to ensure solutions and services are developed with sufficient involvement from the community, sector, or population for which the innovation is targeted. And effective feedback loops have to be in place to understand what is working and what is not. This sounds pretty simple, but it's amazing how often it is overlooked or underappreciated.

What skills or qualities do you think are essential for the next generation of health care leaders?

Developing a respect and familiarity with technology in almost every aspect of the field but making sure it is tempered by a healthy dose of compassion.

What's your favorite way to unwind or recharge outside of work?

Walking on the Erie Canal. We are fortunate to live nearby, and I love a 2-3 mile walk every morning shortly after dawn. It's a great way to clear the head and lighten the soul before starting another stressful day.



*This profile is part of our **Power List for Health Care for 2025**. Information used in this profile was sourced from the honoree. View the full list at rbj.net.*