



Wade Norwood

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Co-CEO, Common Ground Health

Years in current role: 7

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

Over the next year, the biggest impact on health care will be the combination of data and community to foster innovation. Common Ground Health and the Rochester RHIO have each been on the leading edge of this work — and we have both been active members of Civitas Networks for Health, a national collaborative of partners utilizing health data and multi-stakeholder approaches to improve health. Locally, this trend will expand through the recent merger of Common Ground and the RRHIO. Our new entity will improve health outcomes and further health innovation through better analysis of data trends at a communitywide level.

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

The next generation of health care leaders need to be skilled in collaboration. Our community's health issues cannot be resolved without every stakeholder — hospital systems, insurers, government and consumers — coming together to implement solutions. We must work together to address racism, health inequity, housing, education, employment, transportation and other social determinants of health.

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

I unwind and recharge through my passion for genealogical research. This passion grew out of my childhood rich in oral history and informed by the belief that all children need roots (family history) and wings (educational opportunities). Through research, I have a clear vision of my family history, from arrival to this country, from enslavement through emancipation, to today. I have also learned that one of my forbearers was elected to serve in Georgia's statehouse during Reconstruction.



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**.