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Dr. Marisa Gefen Joins Movement to Improve the Health of Philadelphia Neighborhoods, Block by Block

CityLife Neighborhood Clinics in University City, Spruce Hill, and The Avenue is an Innovative Primary Care Team Model Designed and Engineered to Improve Health and Lower Costs

PHILADELPHIA, PA – Oct. 13, 2015 – [CityLife Neighborhood Clinics](#) (CityLife) today announced the addition of Philadelphia native Dr. Marisa Gefen, a primary care physician, as its Practice Team Leader. In addition to seeing patients and leading an integrated primary care team at CityLife’s University City location, which officially opened on October 12, in her new role, Dr. Gefen is responsible for setting clinical standards and protocols for CityLife’s three Philadelphia clinics in University City, Spruce Hill, and The Avenue.

Today’s health care is chaotic, wildly inefficient and expensive with a lot of treatment and not enough care. To address these challenges, CityLife is revisiting the idea of the trusted family doctor with clinic environments and service that take cues from retail and hospitality. Modern innovations include clinic environments designed around members and primary care teams supported by industrialized workflows to improve efficiency and allow CityLife to organize and coordinate the care its members receive in and beyond the walls of its clinics.

“Dr. Gefen is an esteemed and beloved physician and we’re privileged to welcome her to our growing team,” said Khary Selden, Clinics Team Leader, CityLife Neighborhood Clinics. “With a focus on forming strong relationships with members rooted in trust and respect, Dr. Gefen truly embodies CityLife’s member-centric approach to care,” said Selden.

A Philadelphia native, Dr. Gefen received her Doctorate degree in Medicine at Jefferson Medical College before completing her residency in Internal Medicine at Philadelphia’s Thomas Jefferson University Hospital. She is a member of several professional organizations including the American Medical Association (AMA) and American College of Physicians (ACP). She was also recently appointed to the Board of Directors for Living Beyond Breast Cancer, a national, mission-based organization providing reliable information and connecting women through a community of support. Prior to her new role with CityLife, Dr. Gefen worked as a primary care physician with Ninth Street Internal Medicine in Center City.

CityLife works with Medicare Advantage (MA) and commercial health maintenance organizations (HMOs). The Spruce Hill and The Avenue clinics accept Cigna-HealthSpring MA plan members, while the University City location accepts members carrying Cigna-HealthSpring MA, Independence Blue Cross MA HMO, and Independence Blue Cross Commercial HMO plans.

“CityLife’s model represents a new type of care – one that is designed for the member and built on teamwork, relationships, and service,” said Dr. Gefen, physician with CityLife’s University City location. “Joining the team has been a breath of fresh air for me. I became a physician because I wanted to make a measurable difference in people’s lives, to be a partner in their health,” said Dr. Gefen. “At CityLife, I

feel like I'm able to get back to that. We understand and ensure that members are seen, heard, understood, respected, and well cared for."

CityLife's three Philadelphia clinics care for members through a holistic model of team-based primary care. Primary care teams are comprised of CityLife members, their families, a doctor or nurse practitioner, nurse, clinical and administrative assistants, and medication and health guides. Care teams are supported by clinical resources and administrative expertise to coordinate care and community resources for members. Walk-in visits and transportation help CityLife clinics address access challenges.

Contributing to the overall member experience is the clinics' intentional design. Simple common sense innovations include exam rooms with white boards to help with physician/member communication, reception spaces without phones to allow for uninterrupted member conversations, and family exam rooms.

CityLife Neighborhood Clinics are located at 4237 Walnut Street (Spruce Hill), 1010 W. Lehigh Avenue (The Avenue), and 37 S. 40th Street (University City.) Clinics are open daily from 8 a.m. to 5 p.m. Primary care team members are available 24 hours a day by phone. To find out if CityLife accepts your form of insurance, please call 267.819.1800, or visit citylifeclinics.com.

Interested members and their families are encouraged to stop by the University City clinic Tuesdays, Wednesdays, and Thursdays now through December 3 to receive a free clinic tour, meet the clinic care team, and enjoy light refreshments.

About CityLife Neighborhood Clinics

[CityLife Neighborhood Clinics](http://citylifeclinics.com) is a subsidiary of [Ampersand Health](http://ampersandhealth.com), a provider of value-based primary care services to neighborhoods in large urban markets. Ampersand Health is making a significant local investment in communities by developing clinics and hiring primary care teams focused on improving the health of Medicare Advantage, Managed Medicaid, and dual-eligible members. For more information, visit citylifeclinics.com, CityLife Neighborhood Clinics on Facebook, and @CityLifeClinics on Twitter.

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