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Biography

Cynthia R. Bass

Chief Diversity Officer, Office of Diversity, Equity & Inclusion

Cynthia R. Bass joined Erie County Medical Center in 2011 as a Benefits Analyst in the Human Resources Department, where she served as the central liaison and administrator of benefits programs for the more than 3,000 employees of the hospital. In 2015, Cynthia expanded her role by accepting a promotion to the position of Human Resources Business Partner. During her tenure she developed relationship management strategies to resolve complex employee relations issues in the Nursing and Behavioral Health departments. While serving in this role, Cynthia came to understand the need for Diversity, Equity & Inclusion initiatives to be embedded into the culture of ECMC, while also becoming more involved in the strategic initiatives that would lead to her second promotion. To further her knowledge in Diversity, Equity & Inclusion, Cynthia attended the American Hospital Association Fellowship Program and received a certificate in Diversity Management in Healthcare (CDM).

In May 2017, Cynthia accepted the position of Director of the Office of Diversity, Equity and Inclusion, reporting directly to ECMC's President and CEO. Her primary duties include developing and implementing a strategic plan that prioritizes and communicates the importance of diversity in a community-based, safety net hospital setting; serving as a resource on how to incorporate diversity, equity and inclusion into ECMC programs, policies and procedures; collaborating with all levels of management and Executive Leadership to develop diversity and inclusion competencies; and to represent the institution at community events.

As a result of Cynthia's successes in her various responsibilities and endeavors, she was recently appointed Chief Diversity Officer for ECMC Corporation. The internal organizational knowledge and development of key relationships serve her well as she seeks to strengthen Diversity, Equity and Inclusion as part of ECMC's unique culture. Cynthia's positioning will ensure that as changes that shape the healthcare delivery systems continue to evolve, so too will ECMC dynamically evolve in response to the needs of patients and staff.

Before serving at several other area corporations in a Benefits Analyst capacity, Cynthia received her Bachelor of Science degree in Human Resources in 2002 from Medaille College, where she went on to earn a Master of Business Administration with a focus on Organizational Leadership. Cynthia is also profoundly rooted in her community's Servant Leadership. Her work includes multiple leadership positions at Gospel Temple Life Changing Ministries, including serving as

Assistant Chairman of the Board of Trustees, Church Administrator, and President of the Women's Ministry. Additionally, Cynthia holds membership with the Buffalo Niagara Partnership Diversity Council and represents ECMC on several Diversity, Equity & Inclusion Councils across New York State.

Among other honors, Cynthia was nominated by the Buffalo Niagara Human Resources Association for her service to the field of Human Resources as the "2012 HR Professional of the Year", honored as a "2021 Black Achievers Awardee" and recognized by the National Diversity Council as one of the "2022 Top Diversity Officer in Healthcare"

ABOUT ERIE COUNTY MEDICAL CENTER (ECMC) CORPORATION: The ECMC Corporation was established as a New York State Public Benefit Corporation and since 2004 has included an advanced academic medical center with 573 inpatient beds, on- and off-campus health centers, more than 30 outpatient specialty care services and Terrace View, a 390-bed long-term care facility. ECMC is Western New York's only Level 1 Adult Trauma Center, as well as a regional center for burn care, behavioral health services, transplantation, medical oncology and head & neck cancer care, rehabilitation and a major teaching facility for the University at Buffalo. Most ECMC physicians, dentists and pharmacists are dedicated faculty members of the university and/or members of a private practice plan. More Western New York residents are choosing ECMC for exceptional patient care and patient experiences—the difference between healthcare and true care™.