

WEST RIDGE OBSTETRICS & GYNECOLOGY, LLP

HIGHLIGHTS

General Description

With over 30 years of service, our organization has established a strong team of providers specialized in women's health. West Ridge OB/GYN is dedicated to offering the highest level of patient care through clinical excellence and compassion for each individual patient.

Our practice consists of highly trained and respected physicians, three certified nurse practitioners skilled in women's health, and a strong team of staff members working together to provide the excellent medical care and customer service that you deserve.

Services Offered

- Obstetrics – Normal and High Risk
- General Gynecology
- Adolescent/Pediatric Gynecology
- Urogynecology and Pelvic Reconstructive Surgery
- Urinary Incontinence Testing and Treatment
- Advance Laparoscopic and Hysteroscopic Surgery
- Da Vinci Robotic Surgery
- Family Planning
- Infertility Treatment
- Menopause Management
- Colposcopy
- Endometriosis Management
- OB and GYN Ultrasound
- Bone Density Testing – DXA Scan
- Fitness & Nutrition
- Aesthetic Treatment Services
 - Hair Removal
 - Wrinkle Reduction
 - Sun Damage
 - Acne
 - Rosacea
 - Age Spots
 - Spider Veins
 - Botox and fillers

Special Considerations

- In-office minimally invasive surgical procedures including: Novasure endometrial ablation, Essure permanent sterilization, hysteroscopy and cystoscopy
- Comprehensive bladder urodynamic testing

Office Hours

Monday – Friday, 8:30 am – 4:30 pm
Occasional evening hours available

www.wrog.org

Contact Information

Greece Office
3101 West Ridge Road, Bldg D
Rochester, NY 14626
Phone: (585) 225-1580
Fax: (585) 225-2040

Webster Office
1682 Empire Blvd
Webster, NY 14580
Phone: (585) 671-6790
Fax: (585) 671-1931

Providers

Jeroo K. Bharucha, MD
Wendy M. Dwyer, MD
Marc H. Eigg, MD
Donald J. Gabel, MD
Amanda R. Gorman, MD
Marc S. Greenstein, DO
Michelle M. Herron, MD
Judith E. Kerpelman, MD
Edward B. Ogden, MD
Rachel R. Paulino, MD
Derek J. tenHoopen, MD
Mary Frachioni, MSN, WHNP
Sandra Moore, MSN, WHNP
Beverly Shaheen, MSN, WHNP

Insurance

- Aetna
- Blue Cross & Blue Shield of Rochester
- Blue Choice
- CIGNA
- MVP Health Care
- Medicare
- United Healthcare
- Univera

PROVIDER PROFILES

Jeroo K. Bharucha, MD: Dr. Bharucha was born in Bombay, India and earned her medical degree at the University of India at Bombay. She moved to the United States in 1975 and finished her training in Rochester completing her internship and residency in OB/GYN at the University of Rochester. Dr. Bharucha has been in private practice since her arrival in Rochester and holds a position at the University of Rochester as Clinical Instructor.



Wendy M. Dwyer, MD: Dr. Dwyer is a graduate of Loyola University of Chicago, Stritch School of Medicine. She then completed residency in OB/GYN at the University of Rochester. Dr. Dwyer has enjoyed traveling on medical volunteer trips throughout her career to Guatemala, St Lucia, and Belize. Dr. Dwyer is currently the Medical Director and Clinical Lab Director at West Ridge OB/GYN and she is a physician leader for the Comprehensive Unit-Based Safety Program at Rochester General Hospital. Dr. Dwyer performs robotic laparoscopic surgery and minimally invasive surgery. She also enjoys obstetrics, infertility, and adolescent gynecology.



Marc H. Eigg, MD: A graduate of the State University of New York, Upstate Medical University. Dr. Eigg received his undergraduate degree from Cornell Medical school at SUNY HSC Syracuse and completed his residency at the University of Rochester. Dr. Eigg's areas of special clinical interest include obstetrics, advanced hysteroscopic and laparoscopic surgery, alternatives to hysterectomy, fertility, pelvic pain management, endometriosis, female incontinence evaluation and treatment, and advanced pelvic surgical reconstruction. Dr. Eigg is Director of Urogynecology and pelvic reconstructive surgery for WROG and associate professor of OB/GYN with the University of Rochester.



Donald J. Gabel, MD: Dr. Gabel earned his medical degree from the State University of New York at Buffalo, and subsequently completed his internship and residency at the University of Rochester's Strong Memorial Hospital. Dr. Gabel spent his entire medical career in the practice of obstetrics and gynecology. He most enjoys the long-term, caring patient and family relationships afforded by this specialty.



Amanda Gorman, MD: Dr. Gorman received her bachelor's degree at the University of Rochester. After earning her MD at the University of Buffalo, Dr. Gorman completed her OB/GYN residency at the University of California, Irvine. Her current areas of clinical interest are high and low-risk obstetrics as well as advanced laparoscopic surgery.



Marc S. Greenstein, DO: A graduate of the New York College of Osteopathic Medicine. Before joining West Ridge, Dr. Greenstein previously worked in private practice on Long Island where he developed a special interest and skill in the areas of minimally invasive surgical technique, evaluation and treatment of pelvic organ prolapse, and treatment of urologic disorders of women. Dr. Greenstein is currently the director of West Ridge's Minimally Invasive Surgery Program.



Michelle M. Herron, MD: Dr. Herron is a graduate of the University of Rochester School of Medicine and Dentistry and completed her residency in obstetrics and gynecology at the University of Rochester as well.



Judy E. Kerpelman, MD: Dr. Kerpelman her medical degree at the University of Rochester School of Medicine and Dentistry, where she also completed her residency in obstetrics and gynecology. After she served three years as an Obstetrician/Gynecologist in the U.S. Air Force, Dr. Kerpelman returned to Rochester to join West Ridge. She enjoys caring for a wide variety of patients with special interest in advanced laparoscopic surgery and adolescent medicine. She is medical director of the West Ridge MedSpa and Wellness center, and DXA scanning.



Edward B. Ogden, MD: Dr. Ogden is a graduate of Northwestern University's Feinberg School of Medicine and completed his residency in OB/GYN at the University of Rochester. He is especially motivated and committed to one-on-one contact with patients and shares in the clinical education of his patients. Dr. Ogden's special interests include hormone replacement therapy where he has acquired much experience with the use of androgens as an addition to estrogen in treating his patients.



Rachel R. Paulino, MD: Dr. Paulino was born in the Philippines and went to medical school at the University of Santo Tomas. After moving to the U.S., she finished her residency in OB/GYN at Rochester General Hospital in 2011. In addition to a teaching award, in 2009 the Rochester General Hospital residency program gave Dr. Paulino an award for "being kind, honest, generous and especially skilled".



Derek J. tenHoop, MD: A native of Queens, NY, Dr. tenHoop earned his medical degree from the State University of New York at Stony Brook School of Medicine. He has been in private practice in Rochester since completing his residency in OB/GYN at the University of Rochester. His specific interests include operative hysteroscopy, advanced laparoscopic surgery and ultrasound.



Mary Frachioni, MSN, WHNP: Mary Frachioni graduated from the State University of New York at Buffalo with a Bachelor of Science and Master of Science degree in Nursing, specializing in Women's Health. Prior to her practice as a nurse practitioner, she worked as a registered nurse in Labor & Delivery and Newborn Nursery.



Sandra Moore, MSN, WHNP: Sandra Moore graduated from the University of Rochester with both a Bachelor of Science and master of Science degree in Nursing, specializing in women's health. Prior to her practice as a nurse practitioner, she worked both as a licensed practical nurse and then a registered nurse in clinical research at Strong Memorial Hospital.



Beverley Shaheen, MSN, WHNP: Beverly Shaheen graduated from Georgetown University in Washington, DC with a bachelor's degree in nursing and received her master's degree from the University of Rochester. Her nurse practitioner education focused on women's health care as an obstetrical/gynecologic clinician. She is a certified specialist in injectable contraceptive counseling and is a certified grief counselor.

