

NEWS RELEASE

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THE COLORADO RURAL HEALTH CENTER BRINGS REGIONAL CONFERENCE TO ROCKY FORD

A 501(c)(3) nonprofit, the Colorado Rural Health Center is the State Office of Rural Health

Aurora, Colorado -- The Colorado Rural Health Center (CRHC) is bringing one of its four regional conferences to Rocky Ford, Colorado on August 27-28, as part of its annual conference schedule for 2009. "We have an exciting conference format this year and look forward to increased attendance and outreach at the eastern Colorado conference in Rocky Ford," said Lou Ann Wilroy, Executive Director of CRHC. The conference's various events will be held at the Rocky Ford Depot and a reception will be held at El Capitan. Sponsors of the Rocky Ford event include the Colorado Health Institute, COPIC Companies, AHEC, AARP, The Children's Hospital, HealthONE Outreach Services, The Colorado Trust, and the Colorado Hospital Association.

Using the responses from a statewide membership survey, CRHC tailored the Rocky Ford conference to the needs of the surrounding region. The keynote speaker will be best-selling author T.R. Reid, National Public Radio correspondent, who will present "The Healing of America—A Global Quest for Better, Cheaper and Fairer Health Care." Reid is one of the nation's best known correspondents through his coverage of global affairs and documentaries. Additional conference topics include "Provider Recruitment and Retention," "Access to Care," and "Urban/Rural Healthcare Partnerships," and the speakers will offer up-to-date information and tangible solutions to these pressing issues. The conferences will also provide participants from a variety of healthcare sectors with resources and networking opportunities.

The conference will consist of an optional health information class, an optional quality improvement workshop for Critical Access Hospitals, an evening welcome reception, and a full day of conference sessions. In order to reach as many people as possible, minimal registration fees will be charged. "We purposely schedule our conferences so participants can enjoy some rural hospitality and local specialties while attending," explained Wilroy. "In this case, our attendees will have a chance to stay over and enjoy the Sweet Melon Capital of the World or try out one of the four golf courses in the area!"

The Colorado Rural Health Center was established in 1991 as Colorado's State Office of Rural Health. As a 501(c)(3) nonprofit corporation, CRHC's serves dual roles as the State

Office of Rural Health with the mission of assisting rural communities in addressing healthcare issues; and as the State Rural Health Association, advocating for policy change to ensure that rural Coloradans have access to comprehensive, affordable healthcare services of the highest quality. The Colorado Rural Health Center has a diverse and inclusive statewide constituency of over 3,500 people and organizations. CRHC collaborates with a variety of partner organizations such as public and private sector corporations, government agencies, foundations, hospitals, and other health facilities. For more information visit www.coruralhealth.org, call 303-832-7493, or call toll free 800-851-6782 from rural Colorado.

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