

NEWS RELEASE

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Colorado Rural Health Center Forms New Partnership with Centura Health *Rural Colorado residents and health care providers to benefit*

DENVER, Colo. – July 14, 2011 – The Colorado Rural Health Center announced today that Centura Health, Colorado’s largest healthcare provider, has formed a new partnership with CRHC that will make it possible for CRHC to provide critical additional services at no cost to Colorado’s rural healthcare providers.

“Colorado’s rural providers and facilities need a myriad of support services to ensure they are able to continue to bring the best care possible to their patients,” said David Lack, Chief Operating Officer for CRHC. “Through this new partnership, Centura Health has committed to supporting a fund that will be made available to rural health care providers who are most in need. We appreciate Centura Health’s commitment to the delivery of quality health care services across our state.”

CHRC created the new “Partnership Program” to provide large organizations with an opportunity to support rural health care in Colorado in a meaningful and direct way. As the first official “Partner,” Centura Health is investing in the expansion of CRHC programs including clinical business process assessments, billing/coding assistance, health information technology and quality improvement consulting, policy and advocacy support and much more.

Bob Wallace, Centura Health’s service line director for health outreach, said the decision to partner with CRHC was an easy one to make because of the goals the two organizations share. “The Colorado Rural Health Center has been a key resource for

rural health in Colorado since 1991,” said Wallace. “Our common vision and commitment to improving the delivery of health care allows us to combine resources in a targeted fashion knowing that critical needs in rural communities will be met.”

About The Colorado Rural Health Center

CRHC was founded in 1991 as Colorado’s nonprofit State Office of Rural Health. CRHC works with Federal, state and local partners to offer services and resources to rural healthcare providers, facilities and communities. CRHC has a diverse and inclusive statewide constituency of over 3,500 people and organizations. For more information on CRHC call 303-832-7493 or go to www.coruralhealth.org.

About Centura Health

Centura Health is focused on connecting Coloradans to affordable, world-class care in every corner of the state. Centura Health’s integrated statewide network includes 13 hospitals, seven senior living communities, medical clinics, affiliated partner hospitals, Flight For Life® Colorado, and home care and hospice services. Approximately 14,500 of the best hearts and minds in medicine, along with 6,000 physician partners, have access to the most technologically advanced tools available. For Coloradans, this means the top expertise and technology is right where you need it – close to where you are. Centura Health reaches beyond hospital walls to connect with people at every stage of life to bring them life-enriching compassion and life-affirming hope. For information on Centura Health or any of the facilities in its network, please visit www.centura.org.

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