



For Immediate Release **Contact: Toniann Richard**
Office: 660.259.2440 Cell: 816.807.7774
Toniann@HCCNetwork.org

Health Care Coalition of Lafayette County Changes Name

(Lexington, MO – January 24, 2012) The Health Care Coalition of Lafayette County is growing. As a result, the not-for-profit health and wellness advocate has changed its name. The ***Health Care Collaborative of Rural Missouri*** is more fitting, according to Executive Director Toniann Richard, because the HCC's reach extends beyond Lafayette County.

"We've come a long way in the last seven years," Richard said. "Our mission has always been to advocate for the health and wellness of residents and businesses in Lafayette County. That mission has now extended to neighboring counties like Saline, Carroll and Ray to name a few. The name change is indicative to the growth we've experienced over the last few years."

Besides expanding its reach to other rural Missouri counties, the HCC is expanding its staff, has moved into a larger office space and continues to serve as one of Missouri's leading players in health information technology.

"Health information technology continues to play a principal role within our organization as we work to find ways to support area providers make the transition to telehealth and telemedicine," Richard said. "We are also reaching deep into the community to educate and expand awareness about the role technology now plays in how providers administer health care. Our main focus is to close the chasm facing rural areas when it comes to accessing preventive, quality health care."

Other HCC News:

- **REACH Foundation awards the HCC \$100,000 Access to Care Grant** with almost half of the funds used to support broadband connectivity for area providers practicing telemedicine
- **HCC to host a series of focus groups aimed at improving health care.** The results of these meetings will be used to help HCC expand health, dental and mental health services for those living and working in Lafayette, Saline and Carroll counties. The next series of focus groups will be held in **Saline and Carroll** counties in February.
- **The HCC will begin tracking the health of randomly selected residents in Carroll, Lafayette and Saline counties. The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based telephone survey established by the Center for Disease Control (CDC). For many states, it is the [only] available source of timely, accurate data on health related behaviors. The HCC urges community participation.**

For more information, contact the HCC at 660.259.2440 or visit HCCNetwork.org.

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About the HCC

The Health Care Coalition of Lafayette County collaborates with area agencies, businesses and other non-profits to advocate for the health and well being of Lafayette County residents. Among HCC's current programs are:

- Health information technology initiatives to equip health care providers with the resources needed to offer telemedicine and telehealth services that increase patient access to quality health care;
- Social Innovation for Missouri (SIM) that addresses tobacco cessation and obesity prevention; among other programs; and
- Rural Missouri Health Co-op—with a workplace wellness component—aimed at creating a healthier workforce and reducing insurance premiums.

To learn more, visit HCCNetwork.org, WellnessWorks.HCCNetwork.org, 4everfit.HCCNetwork.org or follow us on Facebook, Twitter and YouTube.

