



Contact: Katherine Doyle  
(845) 883-7260

April 29, 2010

## PRESS INVITATION

**Ellenville/Wawarsing HealthMatch Campaign Kick-Off Breakfast May 6<sup>th</sup> at 8 a.m.  
Honor's Haven Resort & Spa, 1195 Arrowhead Road, Ellenville**

In the midst of an economic recession, the Ellenville/Wawarsing community recognized the need to act and not sit idly by while the number of practicing primary care providers in their community dwindled. This southwest Ulster County community has teamed up with HealthMatch, a service of the Catskill Hudson Area Health Education Center (CHAHEC), to bring new healthcare providers to the region.

In four short months, city leaders have raised half of the \$200,000 needed to implement this community-managed healthcare provider incentive program that will help recruit two primary care providers for the Ellenville/Wawarsing community. The launch of the campaign's public phase will take place at an invitation-only **Campaign Kick-off Breakfast on Thursday, May 6<sup>th</sup> from 8-9 a.m. at Honor's Haven Resort & Spa, 1195 Arrowhead Road, Ellenville, NY.**

Scheduled speakers include:

- Dwight Coombe, President - Greater Wawarsing Local Development Corp.
- Kathryn R. Reed, MHA, CMPE, Executive Director - Catskill Hudson AHEC/HealthMatch
- Raymond Matthews, Development Council Member
- La Mar Hasbrouck, MD, MPH, Public Health Director - Ulster County Health Department
- Steven Kelley, FACHE - President & CEO - Ellenville Regional Hospital

This demonstration project will be replicated across New York State.

*Catskill Hudson AHEC is devoted to improving the quality, geographic distribution and retention of healthcare professionals and to stimulate interest in health professions careers through education throughout its 11-county service area. The counties Catskill Hudson AHEC serves are Columbia, Delaware, Dutchess, Greene, Orange, Otsego, Putnam, Rockland, Schoharie, Sullivan, and Ulster. For information on Catskill Hudson AHEC, visit their website at [www.chahec.org](http://www.chahec.org).*