



Celebrating the Power of Rural November 15, 2018

NATIONAL RURAL HEALTH DAY
IT'S NOT JUST A DAY, IT'S A MOVEMENT



We love our rural members and the communities they serve! Please join Western Healthcare Alliance as we celebrate National Rural Health Day on Thursday, November 15, 2018. This special day is dedicated to our rural providers and is a way to showcase rural America; increase awareness of rural health-related issues; and promote the efforts of the National Organization of State Offices of Rural Health and others in addressing those issues.

Over 60 million Americans choose to live and work in rural and frontier communities. These small towns, farming communities and frontier areas are places where neighbors know and listen to each other, and ultimately work together to benefit the greater good. These communities also have unique healthcare needs. Today more than ever, rural communities must address accessibility issues, a lack of healthcare providers, the needs of an aging population suffering from a greater number of chronic conditions, and larger percentages of un- and underinsured citizens. And rural hospitals – which are often the economic foundation of their communities in addition to being the primary providers of care – struggle daily as declining reimbursement rates and disproportionate funding levels make it challenging to serve their residents.

“I’m so proud of our rural members and their commitment to improving care in their communities,” said Western Healthcare Alliance,” Interim CEO and VP of Outreach and Communications, Angelina Salazar. “WHA members are a unique group who’ve been collaborating together for almost 30 years. Through participation in our Peer Network meetings, members have a forum with like-minded peers, to create solutions to problems together. I continue to be impressed with how innovative our members are.”

Your participation in the Western Healthcare Alliance’s family of companies helps to ensure your organization’s independence and sustainability. Over the last 30 years, WHA members have been at the forefront of innovative collaboration for rural healthcare providers. Through collaborative development of dedicated programs and services, WHA helps members remain viable and sustainable in their communities.

Here's to rural healthcare and here's to you, WHA members!