



FOR IMMEDIATE RELEASE
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**HARC Names Board of Directors to Oversee Region-wide
Healthcare Needs Assessment**
Community Leaders Pledge Support for Major Research Initiative

(PALM DESERT, CA) – HARC, the newly formed Healthcare Assessment Resource Center, has appointed its founding Board of Directors, a blue-ribbon panel made up of senior-level healthcare professionals, as well as government and business leaders. The announcement comes prior to the agency's launch of a comprehensive healthcare needs assessment for an area ranging from Calimesa to Blythe.

Named as officers to the HARC board are: President, Dr. Glen Grayman, MD, MBA, Director, Desert Healthcare District; Treasurer, Judee Cox, CEO, Regional Access Project Foundation; and Secretary Sarah Mack, MPH, Deputy Director of the Riverside County Department of Public Health.

Board members at large include: John Ferrelli, CEO, John F. Kennedy Memorial Hospital; Stephen G. Hoffman, President/CEO Canyon National Bank; Fred Jandt, PhD, Dean, California State University San Bernardino Palm Desert Campus; Gary Jeandron, Palm Springs Chief of Police; Aurora Kerr, Director, Community Resource Department, CVAG; Victor Manuel Perez, EdM, Director, the Eastern Coachella Valley Social Change Collaborative; G. Aubrey Serfling, President/CEO Eisenhower Medical Center; Michael Shepherd, President/CEO, The Shepherd Group; Karolee M. Sowle, RN, MSN, MBA, CNAA, FAHE, Chief Operating Officer Desert Regional Medical Center.

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HARC Board President, Dr. Glen Grayman, thanked the panel for volunteering their time and talents to oversee the comprehensive benchmarking initiative, which is the first of its kind to be conducted here.

“We are very fortunate to attract such an exceptional group of community leaders, particularly when you consider the sort of demands that are placed upon their time,” said Dr. Grayman. “For them to pledge their support for this ambitious undertaking speaks volumes about its importance and relevance to the future of healthcare in the Coachella Valley and beyond.”

HARC brings together a steering committee of some 31 community partners and leaders, including hospitals, school districts, healthcare districts, county government, public safety and private sector interests. All are contributing substantial financial and human resources necessary to launch the comprehensive needs assessment.

The group has retained the nationally recognized consultancy ORC Macro to conduct the assessment. Researchers plan to conduct in-field interviews starting in late January. Once the initial survey data results have been tabulated and compiled, HARC plans to hold a public kick-off in late 2007, when a summary of the findings will be shared with the community.

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