

**For Immediate Release**

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## **Health Assessment Resource Center (HARC)**

### **Appoints New Research and Evaluation Associate to Dynamic Team**

**(PALM DESERT, CA) - July 8, 2014...** Health Assessment Resource Center (HARC) announced today that Teresa Segovia has joined the HARC team to further develop their growing need to gather and interpret data for the cities of the Coachella Valley and beyond.

Prior to HARC, Teresa's most recent position was with the Alzheimer's Association in Rancho Mirage where she was instrumental in conducting educational workshops for caregivers while establishing and maintaining relationships in a variety of community-based organizations in her role as the Latino Education and Outreach Coordinator.

Bringing with her a wealth of knowledge, Teresa's educational background in psychology, sociology and feminist studies will be a great asset to the growing changes in the regional demographic profile.

Teresa joins the staff as Research and Evaluation Associate to continue to build upon HARC's successful customized research and evaluation services that are designed to provide organizations the data they need to make smart business decisions.

Eileen Packer, Chief Executive Officer said, “Teresa’s past experience has already made her a key addition to the HARC family. We view her appointment as a sign of our commitment to being the leading research company in our industry. We are very fortunate that we were able to find someone of Teresa’s caliber to fill this position.”

### **About HARC**

Formed in 2006 by a consortium of more than 35 public and private healthcare agencies, the Health Assessment Resource Center (HARC) conducts a confidential community health status assessment in Eastern Riverside County and the Coachella Valley every 3 years to identify major health and quality of life issues. The nonprofit 501(c)(3) organization is funded in part by contributions from community partners, as well as entities that contract with the agency for customized public health research. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization's website at [www.HARCDATA.org](http://www.HARCDATA.org).