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FOR RELEASE

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Community Health Center Announces Name Change

(MEDFORD, OR 11/5/14). Community Health Center is pleased to announce plans to change its name to **Rogue Community Health**. This change is being made to give the nonprofit its own distinct identity among 9,000 other community health centers nationwide who receive federal grant funding and are also designated as federally-qualified health centers.

"This change reflects our deepening commitment to serve patients throughout the Rogue Valley who face financial, geographic, cultural or other barriers to accessing the health care system," said William North, Chief Executive Officer. "Our organization – which in 1972 was the first locally to provide people with medical care regardless of ability to pay for services – is changing our name to better reflect the broad mission of service to patients and communities throughout our service area, from Ashland to Prospect and Rogue River to Medford." The name change will be completed Spring 2015.

This name change is *not the first* for the agency since the health center began operations in 1972. First known as the Ashland Women's Health Center, the name later changed to Community Health Center to reflect a broader service to include entire families. With health center locations spanning the entire Rogue Valley, **Rogue Community Health** identifies both the service area and interdependency with communities that rely on healthy people to prosper economically.

"For our patients, health is everything. **Rogue Community Health** is changing the way we deliver health care, improving our quality and assuring that we are family friendly," added Mark Chirgwin, President of the Board of Directors. "We also believe we are 'owned by' and accountable to the communities we serve. In the spirit of transparency, a Balanced Scorecard will be presented on a quarterly basis reporting the results of our efforts." The first Balanced Scorecard can be found at:

<http://www.communityhealthcenter.org/about/balanced-scorecard>.

Recognized as a Level 3 Patient-Centered Medical Home by the National Committee for Quality Assurance (NCQA) for its Medford location and a Tier 3 Patient-Centered Primary Care Home by Oregon Health Authority for all locations, **Rogue Community Health** is setting new standards of service. "This