



**NEWMAN MEMORIAL HOSPITAL
JOINS NATIONWIDE OBSERVANCE OF NATIONAL RURAL HEALTH DAY ON NOVEMBER 16,
2017**

SHATTUCK, OK, – Newman Memorial Hospital is proud to recognize the innovation, quality of care, and dedication of health professionals and volunteers in our community during National Rural Health Day 2017. National Rural Health Day falls on the third Thursday in November each year and recognizes the efforts of those serving the health needs of over 60 million people across the nation.

“Our hospital is dedicated to growing and improving access to care for our rural community.” says Ed Majors, CEO, “Rural health care is unique, we are able to focus on building personal relationships with patients and families, while providing high quality health care.”

A special website (www.PowerofRural.org) has been established for rural health stakeholders to explore a partnership pledge, showcase individuals and organizations selected as 2017 Community Stars, and provide visitors with a variety of tools, including social media posts to help #PowerofRural trend in outlets such as Twitter and Facebook. The website also shares how rural communities across the country will be celebrating National Rural Health Day.

Two concrete objectives that Newman has been targeting and developing over the last year include improved access to care through our Specialty Clinic Services & Urgent Care Clinic as well as Community Health Education Opportunities. “This is a great time to take a step back, acknowledge and applaud the partnerships that have made those objectives a success!” says Joey Burgtorf, Marketing Director & Community Liaison.

The number of available specialties and appointment days continues to be a focus that Newman Memorial anticipates will persist in growing as it has in the last year. This is a great way to bridge the gap between rural residents and access to specialty physicians. In addition, Urgent Care, which was opened in October of 2016 has become established in our community as a less expensive option for

non-emergency illnesses and injuries compared to an Emergency Department visit. Urgent Care, staffed by physicians and nurses, has extended and weekend hours to accommodate needs that occur outside of regular physician office hours.

Our Community Education Opportunities have included participation and sponsorship in health promoting activities such as the MS Walk and the Walk This Weigh Campaign in addition to a monthly free Lunch & Learn Program provided by the hospital and open to the community. “It’s been my pleasure to initiate and grow this program!” said Joey Burgtorf, “The focus is on providing educational opportunities that boost the health, safety and quality of our community. The best part for me is the feedback that I get from attendees. They have the opportunity to tell me what they want to learn about. In this way I can strive to make these lunches really pertinent to them.”

For additional information about National Rural Health Day, visit www.PowerofRural.org.