

Collaborative Update

Patty Duke Speaks at Collaborative Award Dinner

Patty Duke was a special guest at the Health Improvement Collaborative 2004 Award Dinner in October. Duke spoke about her life and experiences with bipolar disorder (also known as manic depressive illness). Nearly 400 people attended the event which included a silent auction and book sale. The Collaborative appreciates the support of sponsors and everyone who generously gave of their time to plan and attend the event.



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First Annual Fund Drive

The Collaborative has recently kicked off its first Annual Fund Drive. For more than a decade grants and corporate donations have sustained the Collaborative, and the health status of the local community has improved due to these efforts. Yet, every year more requests for health care projects that can lead to improved health status for our community through collaborative leadership are turned down because of a lack of available funding. In order to be able to do more for the health of the two million residents of the 14-county Tristate area, the Collaborative is reaching out to individuals who value health for their support.

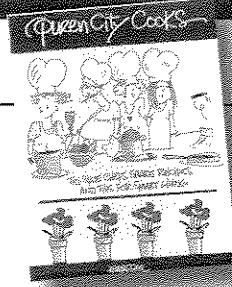
Patty Duke has agreed to be the honorary chair of the 2005 Annual Fund. "Do you realize what a gem you have

in your community?" said Duke at the recent Collaborative Award Dinner. "I have learned a lot about the Collaborative and believe that Greater Cincinnati is very fortunate to have a place where community members have demonstrated their dedication and determination to improve the health of the people who live there. The Collaborative is a neutral forum where differences are set aside for the benefit of everyone who lives in the area. It's truly unique!"

Tax deductible donations can be mailed to the Health Improvement Collaborative Annual Fund at 2100 Sherman Ave., Suite 100, Cincinnati OH 45212.

Cookbooks, Notecards for Sale

There are still a limited number of copies available of the Collaborative's book, "Queen City Cooks: Recipes and Tips for Smart Living," which features a compilation of more than 200 recipes and smart living tips from local celebrities, Collaborative participants and other community members. In January the Collaborative's development director, Linda Wilfong, and Chef Bertrand Bou-



quin of Maisonette fame were interviewed about the book by WRRS radio for their

Cover to Cover program.

Chef Bouquin also appeared on the Collaborative's behalf at a book signing at the Kenwood Barnes & Noble store.

In addition, the Collaborative is offering a set of eight notecards for sale as a fundraising effort to support their health initiatives. Notecards are color reproductions of artwork submitted for the Collaborative's cookbook by eight former Sycamore Junior High School students. Each card is different and contains pictures of the Roebling Suspension bridge, fruits, vegetables and more.

The cookbook is \$10 and may be ordered online at www.the-collaborative.org. Cards are \$8 per set, two sets for \$15, or \$6 per set when 10 or more sets are purchased. To order, mail a check to Linda Wilfong at the Health Improvement Collaborative, 2100 Sherman Ave., Suite 100, Cincinnati, OH

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Cincinnati MD Resource Center Launched

The Health Improvement Collaborative of Greater Cincinnati is announcing the launch of Cincinnati MD Resource Center, a significant step in the ongoing efforts to support the Greater Cincinnati community in attracting and retaining top quality physicians. Cincinnati MD Resource Center is actively working with approximately 30 local physicians or medical residents in an effort to retain them in the area.

Cincinnati MD Resource Center, and its website cincinnatiMDjobs.com, is the first community-based initiative of its kind for a major metropolitan area. Cincinnati MD Resource Center is providing staff to support the recruitment and retention processes by marketing to candidates, providing training to employers and providing networking opportunities for relocating physicians and their spouses. Through a partnership with Star One Realtors, Cincinnati MD Resource Center will offer relocation services to support both practices

and relocating physicians. The intention is to help small and mid-size physician practices recruit more effectively and get them settled as well as to work harder to retain quality physicians. Special attention will be paid to recruiting and retaining African-American and minority physicians.

The Resource Center initiative follows the successful August 2004 launch of cincinnatiMDjobs.com, a complimentary online service which offers area physician employers the opportunity to post physician job listings and practice profiles on a website that will be marketed to medical residents and practicing physicians regionally and nationally. Currently cincinnatiMDjobs.com has over 70 physician jobs listed and has made approximately 600 automated matches with the approximately 900 physician candidates in the database. Website hits are exceeding 15,000 per month. ■