



Contact: Christina Myren
Office: 520.874.4271
Mobile: 520.310.2400
Email: cmymyren@uph.org

For Immediate Release

University Physicians Healthcare Foundation Nominated for National Charitable Award

ATLANTA, Ga. (December 6, 2010) – Jackson Healthcare recently announced University Physicians Healthcare Foundation’s Norma J. Peal, Ph.D. Healthy Reading Program as an official nominee for the 2010 [Hospital Charitable Service Awards](#).

According to awards chairman, Charles R. Evans, FACHE, the Hospital Charitable Service Awards seek to find, reward and share stories of hospitals that consistently push beyond their core mission of providing essential healthcare services and generously give back to the communities they serve.

“The work done by the *Norma J. Peal, Ph.D. Healthy Reading Program* in Tucson, Arizona epitomizes the spirit of these awards,” said Evans.

Hospital programs applied based upon five criteria areas: community impact, innovation, collaboration, transferability and best practice. “Not all applicants were accepted,” said Evans. “To be considered a nominee, applicants must meet at least one of the criteria areas.”

According to their official application, the Norma J. Peal, Ph.D. Healthy Reading Program was developed to combat the problem of illiteracy in Pima, County, Arizona. The program works to provide high quality reading materials free of charge to patients and visitors of University Physicians Hospital and Clinics. Many patients who benefit from this program are below federal poverty standards and may not otherwise have access to valuable reading materials.

“Through collaboration with numerous local and national organizations that assist in providing books for our patients, the *Norma J. Peal, Ph.D. Healthy*

Reading Program was able to provide more than 2,500 books in its inaugural year, and has provided more than 6,200 books to patients and visitors this year alone,” said Berrett E. Stradford of University Physicians Healthcare. “We’re making great gains in arming our community members against illiteracy, and we’re honored to be among the nominees for the Jackson Healthcare Hospital Charitable Service Awards.”

“Jackson Healthcare wishes to thank the *Norma J. Peal, Ph.D. Healthy Reading Program*, along with all the nominees, for their efforts to improve our communities through their charitable service,” Evans said.

Nominees were encouraged to submit video descriptions of their program. These videos will be shared through the official awards website (www.hospitalcharitable-serviceawards.org) and social media sites like [YouTube](#), [Twitter](#) and [Facebook](#). Jackson Healthcare is also helping nominees share their stories through their local and regional media.

For more information about the Hospital Charitable Service Awards contact Keith Jennings at 678.690.7942 or kjennings@jacksonhealthcare.com.

About the Awards

The Hospital Charitable Service Awards honors hospital programs setting new standards for health and wellness in their communities through education, access and delivery. We want to recognize hospitals whose commitment to their community – whether defined locally, regionally, nationally or globally – goes beyond “community benefit” and “free care” and has led to innovative efforts to improve community health and increase access to healthcare education and services. The aims of the award program are to **create greater awareness** of the amazing gifts hospitals offer their communities, to **celebrate the accomplishments** of hospital program that stand as beacons of community service for the underserved, to **share existing “best practices”** for delivering and funding community health programs, and to **connect hospitals** with innovative approaches and new opportunities to serving the underserved. All hospital-funded community programs are eligible to participate regardless of the size, tax or ownership model. For more information about the awards visit www.HospitalCharitableServiceAwards.org.

About Jackson Healthcare

Founded by the healthcare innovator Richard Jackson, Jackson Healthcare serves more than two million patients in nearly one thousand hospitals each year. The Jackson family of companies provides physician and clinician staffing, anesthesia management, hospital management and healthcare information technology solutions proven to improve clinical and financial outcomes, as well as increase operational efficiency. Jackson Healthcare has earned national media coverage for its physician polls and champions local and international charitable work. In addition, Jackson has been recognized as one of the largest and fastest growing staffing companies in the country by the *Inc. Magazine*, *Atlanta Business Chronicle*, *Georgia Trend* and *Staffing Industry Analysts*. For more information about Jackson and its companies, visit JacksonHealthcare.com.

About University Physicians Healthcare

UPH is a nonprofit corporation created in 1985 as the medical practice of the physicians of the UA College of Medicine. UPH, The University of Arizona, UPH Hospital and University Medical Center

combine to care for patients, educate medical students, train young physicians and conduct clinical research. With over 400 physicians and 2000 staff, UPH is Arizona's largest physicians group.

###