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HealthMatch campaign kicks off

By: Web Staff



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ULSTER COUNTY, N.Y. -- With many people finding it hard to make ends meet, the Ellenville and Wawarsing community recognized the need to act.

The number of practicing primary care providers in their community dwindled so the southwest Ulster County community has teamed up with HealthMatch, a service of the Catskill Hudson area to bring new health care providers to the region.

They say in four months, they've raised half of the \$200,000 needed to implement this community-managed healthcare provider incentive program.

"What we do is we facilitate," said Kathy Reed, HealthMatch executive director. "There are many communities that don't have a facilitator such as our organization, and they have done it, but everybody is busy, everyone has a full-time job, and our mission and our job is to address health manpower shortages. We developed this program to help communities reach those goals."

HealthMatch provides services to a total of 11 counties.