

HIPE ATTACHMENT 5-8 NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: (name of contact person _____)

(Telephone, Fax, email, web site)

NATIONAL CONSORTIUM ON HEALTH SCIENCE AND TECHNOLOGY EDUCATION (NCHSTE) SPONSORS FOURTH ANNUAL "DISCOVER THE HIPE WEEK" October 10-14, 2005

What is HIPE? In this case HIPE is **H**EALTHCARE **I**N **P**ARTNERSHIP WITH **E**UCATION. "DISCOVER THE HIPE WEEK" kicks off Monday, October 10 and continues through Friday, October 14. Sponsored by the National Consortium on Health Science and Technology Education (NCHSTE), HIPE Week is a national event to recognize the importance of building partnerships between healthcare employers and professionals and educators at all levels that will be observed in communities across America.

Why the HIPE? In hospitals, medical and dental offices, clinics, and emergency rooms across the country the scene is repeated—someone opens a door or curtain and calls a patient's name. While there are more and more patients, there are fewer and fewer healthcare professionals and assistive personnel to call the names and offer care to those whose names are called. The growing demand for healthcare personnel has reached crisis proportions in many communities across America. NCHSTE members see the need for the formation of new and innovative partnerships and recognition of those that are currently participating in health care and education partnerships to address severe and fast-growing crisis-level shortages of healthcare personnel.

Activities and events during "DISCOVER THE HIPE WEEK" will be geared to recognize the value of these partnerships. According to Paul B. Jackson, Assistant Vice President, HR, Intermountain Health Care, Inc. and Member Board of Directors, NCHSTE, "By reaching out to the community during HIPE Week we strengthen the bridge between industry and education. Together we increase awareness of the many opportunities for a career in health care. HIPE Week helps parents, students, educators, healthcare professionals and in the long term, patients. In short, the entire community wins!" And the partnerships do make a difference to students, "Working at Missouri Baptist (hospital) while going to school not only provides competitive wages, but, more importantly, allows on the job experience focused towards my degree," Mark Lauridsen, junior at Saint Louis University.

HIPE Week looks to the future by including activities to promote healthcare education as well as careers in health care. "As Chair of the NCHSTE Board of Directors and as the representative of the American Society of Radiologic Technologist, it is clear to me that building and recognizing partnerships between professional organizations and educators is critical to ensuring an adequate number of well prepared future healthcare professionals to meet the healthcare demands of the Nation's citizens," Ginger Griffin, R.T., FASRT, Chair NCHSTE Board of Directors.

Bottom-line—What's the hype on HIPE and NCHSTE? When America is sick, America needs healthcare professionals and assistive personnel to get well and maintain good health. NCHSTE is comprised of healthcare employers, professional associations, state departments of education, and other stakeholders whose goal is to ensure quality health care for all Americans.

Support "DISCOVER THE HIPE WEEK." For a weekly event calendar, more information on how to get involved in "DISCOVER THE HIPE WEEK" events in your community, or to print materials at no cost, visit the NCHSTE web site at www.nchste.org. Remember, health care is personal. If you need medical attention, you want to feel certain someone will be there to call your name. Participate in your local celebrations October 10-14 for the HIPE of it.

###