



FOR IMMEDIATE RELEASE
September 9, 2008

Mayor McCrory to Expand Information Technology Focus within NC's Healthcare Systems
Keynote Address Discusses Leveraging IT to Reduce Costs, Improve Care

Greensboro, NC (September 9, 2008) - Charlotte Mayor and NC gubernatorial candidate Pat McCrory called for North Carolina's public and private healthcare providers and systems to embrace and leverage information technology as a competitive and patient advantage during his keynote address delivered today at the North Carolina Healthcare Information and Communications Alliance, Inc.'s (NCHICA) 14th Annual Conference and Exhibition.

McCrory addressed more than 230 participants representing every healthcare stakeholder group who have gathered at Greensboro's Grandover Resort to network, learn and affect meaningful change in health and care through local, statewide, regional and national collaboration.

"North Carolina has a responsibility to ensure that our healthcare systems provide the highest quality of care so our citizens may lead more productive, healthier and happier lives," said McCrory. "As governor, I will work hard to address rising healthcare costs, maintain quality of care, and look at ways to expand the role of health information technology."

The theme of this year's conference is "Health Information Exchange: Connecting Communities to Achieve Excellence." Conference attendees are sharing experiences and best practices during 28 breakout sessions and are participating in discussions with more than 50 thought leaders representing all facets of healthcare.

"North Carolina is actively involved in national efforts, like the Nationwide Health Information Network and Health Information Security and Privacy Collaboration contracts to build a statewide health information exchange," said Holt Anderson, NCHICA's Executive Director. "With interest at the governor level, strong legislative and policy support and solid public-private collaborations, we expect to make substantial progress in connecting the community and regional frameworks required to enable a secure HIE."

The conference will conclude on Wednesday, September 10, 2008.

About NCHICA

The North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA) is a nationally recognized nonprofit consortium that serves as an open, effective and neutral forum for health information Technology (health IT) initiatives that improve health and care in North Carolina. Members include leading organizations in healthcare, research and information technology. Working closely with its members, NCHICA has the unique ability to convene and form partnerships to advance health IT adoption. NCHICA's leadership in conducting demonstration projects, hosting educational sessions and fostering collective efforts within North Carolina helps position the state at the vanguard of national health IT acceleration efforts. NCHICA is located in Research Triangle Park, NC. For more information, please call (919) 558-9258 or visit www.nchica.org.

Media Contact:

Alicia Smith
Direct: 919.522.7010
Office: 919.791.0012
Alicia@zarbconsulting.com

###