

Media Alert

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Cascade Healthcare Community Executive Nationally-Recognized *James A. Diegel, FACHE, President and CEO named Grassroots Champion*

Lake Oswego, Ore. – Mar. 4, 2008 – The American Hospital Association (AHA), in partnership with the Oregon Association of Hospitals & Health Systems (OAHHS) today honored James A. Diegel, FACHE, president and CEO of Cascade Healthcare Community with the Partnership for Action *Grassroots Champion Award*. As a 2008 Grassroots Champion Diegel is being recognized for his exceptional leadership in generating grassroots and community activity in support of a hospital's mission.

The Partnership for Action *Grassroots Champion Award* was created to recognize those hospital leaders who most effectively educate community stakeholders and elected officials on how major policy issues affect the hospital's vital role in the community, who have done an exemplary job in broadening the base of community support for the hospital, and is a tireless advocate for the hospital and its patients.

"Your leadership and dedication to advancing the mission of America's hospitals has made a difference for the patients and communities we serve," said Rich Umbdenstock, AHA president and CEO. "This special recognition acknowledges the compassion and hard work you have demonstrated as an advocate for better health and better health care in America."

Diegel strongly believes in living up to his words, "It's all about openness and staying connected to our communities." As president and CEO of Cascade Healthcare Community, a growing four-hospital health system that is the sole provider of hospital services in Central Oregon, he is a testament to how grassroots activities begin in our own backyard.

Diegel is a board member of OAHHS, a member of Oregon Hospital Political Action Committee (OHPAC) and serves as a member of the American Hospital Association's Health Care System Region Policy Board 9.

"This is an honor for Jim and all the people associated with Cascade Healthcare Community. This recognition also represents the good work of all our members in Oregon toward improving the health care system at a local level. Leadership is the key to change, and Jim embodies that quality," commented Andy Davidson, president and CEO of OAHHS.

The award is presented annually to one individual from each state. Winners are chosen by the state association and will be recognized at a special Breakfast of *Grassroots Champions* at the AHA Annual Membership Meeting in Washington DC this April. Diegel is one of 51 individuals honored this year.

About the OAHHS: Founded in 1934, the Oregon Association of Hospitals and Health Systems (OAHHS) is a statewide, nonprofit trade association that works closely with local and national government leaders, business and citizen coalitions, and other professional health care organizations to enhance and promote community health and to

continue improving Oregon's innovative health care industry.

In addition to 57 acute care hospitals, OAHHS membership includes 10 health systems and related health plans, 16 affiliated allied organizations and 32 associate members representing health care consulting and other service companies. More information can be found online at www.oahhs.org

About the AHA: The AHA is a not-for-profit association of health care provider organizations and individuals that are committed to the health improvement of their communities. The AHA is the national advocate for its members, which includes 5,000 hospitals, health care systems, networks, other providers of care and 37,000 individual members. Founded in 1898, the AHA provides education for health care leaders and is a source of information on health care issues and trends. For more information, visit the AHA Web site at www.aha.org

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