



The State Office of Rural Health

FOR IMMEDIATE RELEASE

Contact: Matt Enquist, Outreach Manager
303-832-7493 or me@coruralhealth.org

**COLORADO RURAL HEALTH CENTER IS PROUD TO ANNOUNCE FUNDING
FROM NEXTFIFTY INITIATIVE**

Denver, CO – April 26, 2018 – The Colorado Rural Health Center (CRHC) is proud to announce that it has been chosen as one of the inaugural grant recipients from NextFifty Initiative, a nonprofit Foundation focused on improving the landscape of aging. The funded project is the Colorado Rural Health Center’s Improving Communications and Readmissions (iCARE) Project, which aims to reduce avoidable hospital readmissions, improve communication in transitions of care, and improve clinical processes contributing to readmissions with a focus on the chronic diseases prevalent in rural communities.

With the population of Americans age 65 and older expected to double to 98 million by 2060, NextFifty Initiative was formed to seek, vet and fund projects, ideas, technology and innovations that improve the lives of those who are aging and their caregivers.

“This funding allows our organization to gain traction with our mission and reach more people in aging communities,” said Michelle Mills, CEO of the Colorado Rural Health Center. “NextFifty Initiative’s support and partnership allows us to continue to support the gaining populations across rural Colorado.”

“The Colorado Rural Health Center was selected in our first round of grant recipients because we see the potential in its mission to positively impact people in their second 50 years,” said Margaret Franckhauser, president and CEO of NextFifty Initiative. “We offer our congratulations for being selected and look forward to a wonderful partnership that brings progress and change.”

The full list of grantees and their projects is available here:
<http://www.next50initiative.org/news/next-fifty-partners-announced>

About The Colorado Rural Health Center

The Colorado Rural Health Center was established in 1991 as Colorado's State Office of Rural Health. As a 501(c)(3) nonprofit corporation, CRHC serves dual roles as the State Office of Rural Health and the State Rural Health Association. The organization’s mission is to enhance healthcare services in the state by providing information, education, linkages, tools, and energy toward addressing rural health issues. CRHC’s vision is to improve healthcare services available

in rural communities to ensure that all rural Coloradans have access to comprehensive, affordable, high quality healthcare. For more information visit www.coruralhealth.org, call 303-832-7493, or call toll free 800-851-6782 from rural Colorado.

About NextFifty Initiative

NextFifty Initiative is an independent, Colorado-based, nonprofit organization. The organization was formed to create brighter, longer and healthier futures that unlock the potential of communities through an advanced grant making approach. Through this work, communities are positioned to fully benefit from the wisdom and diverse experiences of a thriving aging population. Our approach applies a multitude of lenses in funding high-yield aging solutions that benefit people age 50 and older. NextFifty Initiative focuses on both proactive and responsive grant making designed to support concepts, projects and innovations that will benefit generations for years to come.

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