



For Immediate Release

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TREO Hosts Washington, D.C. Media Tour to Promote Tucson's Healthcare Leadership

TUCSON, AZ, June 21, 2011 --- Tucson Regional Economic Opportunities, Inc. (TREO) led a marketing mission of Tucson healthcare executives on a high profile, two-day tour of Washington, D.C., that resulted in interviews with leading national news services, magazines and newspapers.

On Wednesday, June 8, Judy Rich, President & CEO of Tucson Medical Center; Ruth Brinkley, President & CEO of Carondelet Health Network; Joe Snell, TREO President & CEO; and Laura Shaw, TREO Sr. V.P., Marketing and Communications described healthcare as an enabler to the economic well-being of Southern Arizona. Interviews were held with journalists from Reuters news service, Modern Healthcare magazine, the Los Angeles Times, USA Today and other industry media. Other interviews are being planned with the Wall Street Journal and the New York Times.

The group stressed the importance of healthcare as an economic driver for Tucson and its surrounding communities; the industry's leadership in transforming local hospitals to meet the evolution of healthcare reform, while improving patient care; and innovation through new efficiencies, technologies and focus on wellness in Southern Arizona.

Healthcare systems play an important role in helping Southern Arizona achieve its economic development goals by creating quality jobs, enhancing local medical research and education capabilities, and improving a community's reputation as a great place to live and work. Healthcare providers represent stable, basic industries that import wealth to the region. Access to affordable, quality healthcare is a contributing factor in determining whether to relocate or open up a business in the region.

"We had an opportunity to share our organization's innovations and leadership with an audience that may not have previously appreciated our commitment to keeping a community healthy and sustainable," said Rich. "It was a very productive trip."

Brinkley added, "This collaboration between the region's largest healthcare providers was critical to informing the media about what our healthcare systems are doing in Tucson to create a 'seismic shift' in the approach to local healthcare. We are moving from an illness focus to a wellness focus, and Southern Arizona is leading this transformation."

"This trip was very useful for getting Tucson's message to leading national and international media, and for bringing important organizations in our healthcare industry before influential journalists," Snell said. "This will help put Tucson on the map and in the minds of important decision makers."

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO offers an integrated approach of programs and services to support the creation of high wage jobs through the attraction of new primary companies and the expansion of existing primary companies. Since 2005, TREO has facilitated the relocation and/or expansion of nearly 40 companies in the Tucson region, representing over 10,550 jobs and a \$2 billion in economic impact. For more information, visit www.treoaz.org.