



Transform Health Care into Healing<sup>SM</sup>

## **Natividad Medical Foundation Transforms Health Care into Healing**

**Salinas, CA, April 7, 2016** – The Natividad Medical Foundation (NMF) introduced its new brand, “Transform Health Care into Healing,” showcasing how its donors are giving birth to innovative health solutions that heal one of the most diverse communities in the nation.

Speaking at NMF’s 2016 Annual Donor Celebration, Linda Ford, President and CEO said, “Our Monterey County community leaders are transforming the high quality care at Natividad Medical Center, providing solutions that heal people, unite a community and stand as models for our nation.”

“Transform Health Care into Healing” describes efforts of the Foundation’s donors and invites others to join in developing health and social innovations in a County that is home to some of the richest and poorest people in the United States. Donors have created the internationally recognized **Indigenous interpreting+** program, provided specialized medical technology, and are helping to enhance Monterey County’s state-of-the-art trauma center and post-hospital recovery programs.

“Natividad Medical Center is providing high quality health care to one of the most diverse communities in the nation, and the Foundation’s donors are enhancing that care with innovative programs that are healing patients, families and our community,” said Margaret L. Eaton, Pharm.D., J.D., Chair of the NMF Board of Directors. “We know that the Foundation is a transformative force that works with the Natividad Medical Center to provide the very best in health care for patients and families.”

“Natividad Medical Foundation has been our essential partner in transforming our safety-net hospital into a provider of high quality care for all,” said Dr. Gary Gray, Chief Executive Officer of Natividad Medical Center.

Gray points to the support received from individual and foundation donors such as the D’Arrigo family, Mike Haynes of Cinderella Carpet One, Monterey Peninsula Foundation and The Agricultural Leadership Council (TALC). “Together with many others, they combine their efforts through the Foundation to support programs like CHOICE to end the cycle of violence. They equip doctors with more healing power through advanced medical equipment and services in the Trauma Center and Neonatal Intensive Care Unit (NICU). And, they broadly engage diverse communities to ensure all patients have the high quality health care and healing environment they deserve.”

The Foundation looks forward to helping donors increase their impact with programs that stand as models in our community and around the nation. The Foundation has also launched a redesigned website to illustrate the power donors have to transform health care into healing, [www.natividadfoundation.org](http://www.natividadfoundation.org).

### **About Natividad Medical Center**

Natividad Medical Center is a 172-bed acute care hospital owned and operated by Monterey County. As the safety-net hospital providing health care to the residents of Monterey County for nearly 130 years, Natividad provides health care access to all patients regardless of their ability to pay. The hospital operates with a medical staff of over 300 physicians and has several specialty clinics and outpatient primary care clinics operated by the Monterey County Health Department. Natividad Medical Center is a Level II Trauma Center providing the immediate availability of specialized personnel, equipment, and services to treat the most severe and



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critical injuries.

**About Natividad Medical Foundation**

Natividad Medical Foundation transforms health care into healing by developing innovative programs to enhance the Medical Center and support its high quality care. Established in 1988, Natividad Medical Foundation is a 501(c)3 charitable organization. For more information, visit [www.natividadfoundation.org](http://www.natividadfoundation.org).

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