

For further information contact:

2/7/01

Public Relations
Union Hospital
106 Bow St.
Elkton, MD 21921
(410) 398-4000
www.uhcc.com

FOR IMMEDIATE RELEASE

Union Hospital Hires Advocate for the Community

(339 words)

Union Hospital has named Babette Racca as vice president of marketing and fund development and as a community advocate, officials said today.

Racca will be the first person to combine these roles and will begin her position on February 12, 2001. She will focus on articulating community healthcare concerns and providing new operational leadership and marketing for Union Hospital and the Affinity Health Alliance (The hospital's healthcare network parent company), and guiding fund raising at Union Hospital Foundation.

"The hospital can really touch everyone's lives," said Racca. "I would like them to feel that Union Hospital is part of their family and community. This is a place where people really care about them as individuals and families."

- More -

Union Hospital Hires Advocate for the Community

Page 2

Racca will cultivate relationships with the community to improve and sustain hospital services such as the planned breast health program. “I want to be a voice for the people, businesses, government and organizations in the community. I want to articulate the wide vision of what it means to have a community hospital and how it can be a center in everyone’s lives.”

With a background of over 20 years in community development, fund raising, and operations, including leadership at the YMCA of Delaware, Racca believes in being an active and integral part of the community. “My style is a combination of enthusiasm, interest in other people, and a real desire to learn what the community needs,” said Racca.

Along with her marketing role, Racca will be guiding Union Hospital Foundation development efforts to support new and existing services at the hospital. This not-for-profit organization gives funds for equipment, programs, construction, renovation and an endowment for future quality patient care. The Union Hospital Foundation raises monies through donations, grants and special events such as the upcoming “Fair Hill Races” on Memorial Day (Call (410) 398-6565 for details.).

- More -

Union Hospital Hires Advocate for the Community

Page 3

“Everyone here is so friendly,” said Racca. “That struck me. From the person who drives the van from the parking lot to the hospital door, to the cashier in the cafeteria, I feel at home here.”

#

Contact: Kathy McKinney/Director of Public Relations
Tel (410) 392-7002
Fax (410) 620-5450
kmckinney@uhcc.com