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## **FOR IMMEDIATE RELEASE**

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### **March Healthcare Development Hosts Reception and Makes Major Announcements**

**July 21, 2010, Riverside, CA.** March Healthcare Development (MHD) hosted a reception for partners, stakeholders, and community leaders at the Mission Inn on Tuesday, July 20<sup>th</sup>. The evening reception was led by Don Ecker, Founder and Managing Partner of MHD, and included major announcements concerning the March LifeCare project.

March HealthCare Development, LLC is developing "March LifeCare," a 6 million square foot 236 acre "health and wellness city" built from the ground up on surplus land of the former March Air Force Base at an estimated total cost of approximately \$3.3 billion. In phase one this project will create over 5000 new construction jobs. March LifeCare will be America's most beautiful, functional, and unique medical campus. It will be a fully-contained 'city' offering not just health care, but social, cultural, digital, and educational opportunities. At total build-out, the 'city' will include a hospital, medical office buildings, a retail village, skilled nursing facilities, a child care center, ambulatory care facilities, a continuing care community, assisted living residences, a research tower, wellness and healing gardens, restaurants, a spa and fitness center, a performance venue, and a hotel.

Major announcements include:

- **[Medical Development Specialists \(MDS Consulting\) Named Lead Healthcare Consultant for March LifeCare Medical Campus](#)** -- MDS Consulting is a national healthcare consulting firm with offices in Torrance and Costa Mesa, California. MDS's clients include hospitals, health systems, medical groups, and government. MDS Consulting is in the process of meeting with area physicians to solicit their input and involvement in the hospital campus planning which will be done in partnership with St. Bernardine Medical Center, Catholic Healthcare West, and the Riverside Medical Clinic. Phil Dalton, CEO of MDS, said, "it is an honor to be involved in the development of this campus." He continued, "This project will truly be a model of

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healthcare that is planned in light of the new national healthcare reform legislation, including the development of the Accountable Care Model."

- [\*\*March Healthcare Development Announces Community Medical Office Building and Ambulatory Surgery Center with Moreno Valley Physicians Group, Riverside Medical Clinic, St. Bernardine Medical Center, and Catholic Healthcare West\*\*](#) -- The Moreno Valley Physician's Group, consisting of 102 physicians that currently practice at Moreno Valley Community Hospital, joins the growing number of organizations that will collaborate to develop an innovative health care delivery model to enable coordinated physician and hospital care that meets health care reform goals—including St. Bernardine Medical Center, Catholic Healthcare West, and the Riverside Medical Clinic.
- [\*\*March Healthcare Development and Acorn Technology Corporation Announce Joint Venture -- "March LifeCare Communications"\*\*](#) -- ATC is a complete IT services company, with its principle office in Riverside, CA. The company specializes in the ownership and operation of the only Tier 4 data center in the Inland Valley, and provides Managed IT Services to businesses throughout Southern California and the continental United States. With the creation of March LifeCare Communications, MHD and ATC intend to assure that a complete array of IT services are available "day one" to the member institutions of the campus. The March LifeCare campus is designed to incorporate and utilize technology in a unique and supportive role to meet the healthcare challenges of today and the future.
- [\*\*March Healthcare Development Announces Alliance with Strategic Connections, Inc.\*\*](#) -- Corona-based Strategic Connections, Inc. (SCI) has assisted clients throughout Southern California for nearly a decade in addressing utility challenges and opportunities. SCI professionals have over 300 years of combined utility experience, and work with both field and management personnel from the electric, gas, and telecommunications industries. The goal is to allow projects to meet planning and construction schedules and budgets.
- [\*\*March LifeCare Health and Wellness City to Address "Person-Centered Care"\*\*](#) -- The March LifeCare Health and Wellness City will be one of the first campuses in the nation to integrate "person-centered healthcare." The mission of the campus is to promote the model of healthcare that incorporates both Eastern and Western healing and focuses on the complete person including -- body, mind and spirit. March LifeCare team members will join Dr. Andrew Robertson, Vice President of Medical Affairs at St. Bernardine Medical Center, and Vicky McCain, VP and Chief of Nursing, in exploring the best practices in 'person-centered care' across the country. Recognizing that a person shouldn't lose their identity and respect once they become a patient, the group will develop a workable model.
- [\*\*March LifeCare Supports Healing & the Arts, UCR Professor Rickerby Hinds Named Director\*\*](#) -- Rickerby Hinds, Associate Professor of Playwriting in the Department of Theatre at UC Riverside, has been named as March LifeCare's Director of Healing/Arts. In this capacity he will explore ways in which the arts can be employed to aid in the process of healing, provide entertainment for patients and their families, as well as an avenue for artistic outlet for the staff, medical professionals and the surrounding community.
- [\*\*March LifeCare Campus to House Onsite Child Care Center\*\*](#) -- March LifeCare, America's first "health and wellness" city, will house an onsite child care center for workers. The center will be developed and managed by Amy S. Harrison, CEO, Altus--Innovative Solutions for Youth, Inc. and Former Chair of the UCR Foundation Board of Trustees.
- [\*\*Assemblyman Paul Cook Supports Veterans Healthcare Services at March LifeCare\*\*](#) -- Assemblyman Paul Cook, who serves California's 65th Assembly District, recently taped a video message in support of March LifeCare's mission to support Veterans healthcare services on the campus. Cook, who is Chair of the Assembly's Veteran's Affairs Committee, stated the following: "Veterans from Riverside County and the

Inland Empire have served our country with valor, integrity, and dedication. It's only right that they are honored justly and receive every care they need to fully reintegrate into society. I'm excited that March LifeCare's mission will do exactly that."

- [\*\*Linnie Frank Bailey Named March LifeCare Director of Public Affairs\*\*](#) -- Local Writer and Communications Specialist, Linnie Frank Bailey, has been named Director of Public Affairs for March LifeCare. Duties include media and community outreach, public relations, and marketing support.
- [\*\*March LifeCare to Contain 9-Hole Executive Golf Course and Support "First Tee" Organization for Youth\*\*](#) -- Ed Holmes, Southern California Golf Association Founding President and Chair of the SCGA Foundation scholarship committee has committed to bringing "The First Tee" to the March LifeCare Campus. First Tee's mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

**Each of the above announcements is a separate press release. For full copies contact:**

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