

## PRESS RELEASE

---

### FOR IMMEDIATE RELEASE

January 30, 2019

**Contact:** Howard Peterson, SRHO, The National Association  
[hpeterson@srho.org](mailto:hpeterson@srho.org)  
267.256.0733

### **Health Enterprises Joins Strategic Regional Healthcare Organization, The National Association (SRHO)**

PHILADELPHIA, PA (January 30, 2019)

*Health Enterprises* based in Cedar Rapids, Iowa has become the newest Member to join *Strategic Regional Healthcare Organizations, The National Association (SRHO)*, an organization established to generate value among individual SRHOs.

SRHO serves as a forum for members to pursue collective efforts on population health/risk contracting, radical cost reduction, development of new business initiatives as well as advocacy at the national level. Association Members have access to invaluable resources and opportunities to work within a large network of SRHO peers to accelerate performance and grow through the exchange of experiences, best practices and knowledge.

“We are very pleased to have Health Enterprises join SRHO and contribute to our collective efforts to create scale, radically reduce costs, and establish the fundamental building blocks to manage risk as the market moves in that direction,” says SRHO Board Chair, Greg Devine.

Founded in 1983, Health Enterprises is a membership organization governed by its 17 member hospitals. It develops and manages a variety of programs and services designed to support independent hospitals and community-based healthcare. “Collaboration and innovation are key to our success” says Health Enterprises President and CEO, Judy Sadler.

HE offers Premier’s national group purchasing program through Health Enterprises Cooperative, a regional GPO. It serves both acute and non-acute members and affiliates in 40 states. HE Pharmacy Services serves clients nationally with 340B compliance and auditing through *empowerRx*<sup>SM</sup>. Iowa Anesthesia offers CRNA and pain management services. Its staff boasts several nationally recognized individuals as well as a highly regarded training program. Other services include mobile MRI, stereotactic breast biopsy, echo/ultrasound, and bone densitometry. Recently formed companies include a member-owned PBM with a unique cooperative structure and a specialty pharmacy.

Currently, SRHO Members and Affiliates represent over 396 hospitals in 20 states. For more information on the organization please visit [www.srho.org](http://www.srho.org). Organizations interested in learning more about the benefits of membership and how to join can link directly to the membership page at <http://srho.org/membership>.