

**FOR IMMEDIATE RELEASE**

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**ALAMEDA ALLIANCE FOR HEALTH ANNOUNCES PROVIDER RECRUITMENT INITIATIVE**

The Alliance will launch its Provider Recruitment Initiative and Training Supports Grants Program on June 1<sup>st</sup>.

**Alameda, CA** – Alameda Alliance for Health (Alliance), the local health plan that administers access to health services to over 400,000 Alameda County residents, will launch its Provider Recruitment Initiative on June 1<sup>st</sup> to support the hiring of and expand access to health care professionals for the Alameda County Safety Net. As part of this initiative, grant funds will also be available to support training and certifications for Community Health Workers whose role is to assist and provide support to individuals with navigating the health care system,

Workforce shortages throughout the state and rising costs are directly linked to the estimated millions of Californians and tens of thousands of Alameda County residents who are struggling to get access to the care they need today. Many factors, including burnout, early retirement, and departure after the COVID-19 pandemic, have contributed to this health care crisis.

The Provider Recruitment Initiative was developed to provide grants to expand the Alliance’s safety net partners and community-based organizations to hire and retain health professionals who serve the local Medi-Cal population. The initiative aims to improve member access to key provider types and services by further expanding the Alliance’s provider network.

“We know that workforce shortages contribute to poor population health,” said Matthew Woodruff, Alliance CEO. “That is why we are excited to launch this initiative that will help us attract new providers and address the medical and mental health needs of the families that we serve.”

In addition to expanding the Alliance’s Provider network, the Provider Recruitment Initiative will improve members’ access to Primary Care Providers, Specialists and Behavioral Health Professionals. It will also provide skill training opportunities for supportive staff such as

Community Health Workers, and it will promote diverse and culturally inclusive care reflective of the Alameda County community.

To learn more about the Alliance's Provider Recruitment Initiative, visit us at <http://alamedaalliance.org/>. Questions about the initiative can be directed to [fundinginfo@alamedaalliance.org](mailto:fundinginfo@alamedaalliance.org).

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### **About Alameda Alliance for Health**

Alameda Alliance for Health (Alliance) is a local, public, not-for-profit managed care health plan committed to making high quality health care services accessible and affordable to Alameda County residents. Established in 1996, the Alliance was created by and for Alameda County residents. The Alliance Board of Governors, leadership staff, and provider network reflect the county's cultural and linguistic diversity. The Alliance provides health care coverage to over 400,000 low-income children and adults through National Committee for Quality Assurance (NCQA) accredited Medi-Cal and Alliance Group Care programs.