



FOR IMMEDIATE RELEASE:

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**Signature Healthcare Foundation presents Senator Paul Simon Award to
the Civic Entrepreneurs Organization Foundation**

(St. Louis, October 26, 2007) The Signature Healthcare Foundation is pleased to announce the presentation of the Paul Simon Award to the Civic Entrepreneurs Organization Foundation for the Gateway to Health Challenge and Dragon Boat Festival. The award recognizes creative and effective methods to save money and increase business efficiency in the health care system. Karen Goodman, executive director of the CEO Foundation, accepted the \$2,000 award at a special presentation at Signature's 6th Annual Health Policy Forum, held on Friday, October 26.

The Gateway to Health Challenge (GTHC) was created by members of the Health Care Catalyst Committee of the Civic Entrepreneurs Organization. The committee wanted to develop a business community outreach program to improve the health of individuals in the greater St. Louis area. The GTHC is a health and wellness program implemented in the spring of 2007 for local area businesses and groups. The GTHC features three different areas of healthy competition: healthy eating habits (Eat Well), physical activity (Get Moving) and smoking cessation (Breathe Easier). Katherine Burns, MD, chaired the committee that developed and implemented the program and designed the fundamental components of the wellness program. Karen Goodman, CEO's executive director, oversaw the operational development of the GTHC and Dragon Boat Festival.

The 17 St. Louis area companies participated in the GTHC with 840 individuals working to improve their health, through physical activity, healthy eating and smoking cessation. A conservative estimate of direct and indirect savings to the participating companies exceeded \$107,000. An estimated 1,500 people attended the inaugural Gateway Dragon Boat Festival, held at Creve Coeur Lake on June 2, 2007. 25 teams of 20 paddled the 40 ft. boats adorned with dragon heads and tails.

According to Herman Noah, President of the Signature Healthcare Foundation Board, "The Signature Healthcare Foundation is pleased to be able to support a wellness program that provided value as well as a fun event - dragon boat racing."

The Signature Health Care Foundation

Signature Health Care Foundation was formed in 2002 by Signature Health Services, Inc., with a vision to “be a recognized leader in the local and national health care dialogue and spearhead physician leadership in improvements and efficiencies in the health care delivery system.” The mission of the Foundation is to utilize physician leadership to improve the quality, efficiency and affordability of health care in the St. Louis area and nationally. Grants are awarded to not-for-profit organizations that attend the Foundation's annual policy forum. This year's forum was held on Friday, October 26, at the Marriott West.

The Civic Entrepreneurs Organization Foundation

In 1991, CEO established the CEO Foundation to sponsor charitable and educational activities and national or international amateur sports competitions. The CEO Foundation currently supports CEO's Arts Education Program in St. Louis City Schools and the establishment of a National Architectural Arts Center as well as the Gateway to Health Challenge and Dragon Boat Festival.

Photo Cutline: Herman Noah presents the Paul Simon Award to Karen Goodman of the Civic Entrepreneurs Organization

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