



FOR IMMEDIATE RELEASE

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**Paloma Hernandez, President and CEO of Urban Health Plan, Inc, Elected to Board of Directors of Visiting Nurse Service of New York**

New York, NY, February 21, 2006 – Paloma Hernandez, has been appointed to the Board of Directors of the Visiting Nurse Service of New York (VNSNY). The VNSNY, founded in 1893, is the largest non-profit home health organization in the nation. It provides home and community-based services to an average of 26,500 patients daily throughout New York City, as well as Nassau and Westchester counties.

Ms. Hernandez has a long history of service in health care administration. She has been involved with Urban Health Plan since its inception and has risen to the top of the organization by dedicating over 26 years, serving in various posts including administrator, executive director, and currently as its president and chief executive officer. Through her leadership, the organization has grown from a one site facility to a network of three community health centers, five school based programs, and four off site facilities that serve at risk populations. The grand opening of another site in Corona, Queens is planned for later this year.

Urban Health Plan Inc. is a nonprofit 501(c) 3 federally qualified community health center licensed by New York State as an Article 28 Diagnostic and Treatment Center and certified by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). UHP has more than 30 years experience delivering quality health care services to the residents of the South Bronx communities of Hunts Point, Morrisania and Mott Haven. In 2005, UHP delivered care to over 26,000 patients who accounted for 143,000 visits.

Ms. Hernandez holds two master degrees, a Master of Science from Teachers College, Columbia University and a Master of Public Health from the Mailman School of Public Health at Columbia University. She has received numerous awards and citations, including The State of New York Office of the Attorney General Certificate of Merit, the American Diabetes Association Woman of Valor Award, The New York City Council Citation Woman of Achievement Pacesetter Award, The Association of Hispanic Healthcare Executives Hispanic Leadership Award, and El Diario La Prensa Top Woman of the Year Award.

Currently, Ms. Hernandez serves on multiple professional and community boards and organizations including the NYC Primary Care Development Corporation, The NYC Department of Health and Mental Health Advisory Council, the Community Health Center Association of NYS, Iona College, The Joint Commission on the Accreditation of Healthcare Organization's Ambulatory Care Advisory Council, the Association for the help of Retarded Children, and Affinity Health Plan.