



Media Contact:  
Dallas Brown  
Ameba Marketing  
858.946.0246  
dallas@amebamarketing.com

FOR IMMEDIATE RELEASE:

**Alliance Healthcare Foundation Announces Finalists in Innovation Initiative  
Grant Competition (up to \$1 Million)**

*Grant proposals focus on technology integration and mHealth to improve access to health care for  
San Diego's poor and vulnerable communities*

San Diego, CA—August 11, 2010—Alliance Healthcare Foundation (AHF) announced today the names of two finalists who are advancing to the final stages of funding consideration in the Innovation Initiative (i2) grant competition for up to \$1 Million.

Social Interest Solutions (SIS) seeks to expand One-e-App, an electronic software application that assists CBOs in screening low income clients for a range of social services, to include a publicly accessible interface. Their proposal also addresses systemic barriers to integrated health care and mobilizes students and volunteers to assist overburdened CBOs with screening and application procedures.

University Auxiliary and Research Services Corporation aims to launch a customized San Diego mHealth program to connect over 60,000 pregnant women directly with local health care and disease management services, making San Diego the national leader in mobile health.

The Innovation Initiative grant was conceived to dramatically transform access to care for the San Diego region's poor and vulnerable populations. AHF believes that access for the underserved can be improved through innovative application of available resources. This is the purpose of the first i2 program, which AHF intends to repeat in 2011.

Rob McCray, Chairman of the Alliance Healthcare Foundation Board, commented, "AHF has been working for two decades to improve the health of underserved populations in our region. The Innovation Initiative is intended to facilitate bold and creative thinking about solutions to the problems we face. We had five strong proposals this year. I am optimistic that AHF will achieve its

goals in the Innovation Initiative in 2010 and that the competition will be even stronger in future years.”

The finalists were selected from an initial pool of 22 letters of intent. Of those 22, five organizations were invited to an in-person pitch meeting, moderated by the AHF Board and a Blue Ribbon Panel of local and national health care, public policy and technology experts. The five finalists included SIS, University Auxiliary and Research Services Corporation, Neighborhood Healthcare, Info Line 211, and University of California, San Diego's Center for Management Science in Health.

Final announcement of the selected proposal in the Innovation Initiative grant for up to \$1 Million is expected to be made later this year.

### **About Alliance Healthcare Foundation**

Alliance Healthcare Foundation (AHF) is the greater San Diego region’s community partner for improving access to healthcare for the region’s poor, working poor and vulnerable populations. Since 1989, AHF has invested more than \$45 million in grants into the San Diego community. Committed to the principle that everyone should be able to access appropriate, quality, and timely care, AHF works closely with nonprofit, government, and community agencies to further this goal. They accomplish this work through advocacy, education, and collaborative grantmaking.