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Rochester Primary Care Network Becomes Regional

ROCHESTER, NY - February 29, 2012 - The Rochester Primary Care Network announced today that its name will change to Regional Primary Care Network (RPCN) effective immediately. At the same time, the organization unveiled a new identity and announced plans for a new Web site.

The change comes after a major expansion over the last few years. RPCN operated from 1987 through 2009 primarily as a fiduciary agent, distributing Federal grant dollars to a network of subrecipient Community Health Centers in the Rochester area. In 2010, RPCN, a Federally Qualified Health Center (FQHC), opened its own operations in Rushville, Mt. Morris, Lyons, and Utica, New York.

According to CEO, Mike Leary, "RPCN has built a solid reputation as an FQHC over the last 25 years. We want to ensure that our name and the RPCN brand accurately reflect what we do. Our people, services, and commitment to our patients have not changed. We've developed new Community Health Centers to meet the evolving needs of our diverse patient population—now our identity reflects this progress."

About RPCN

RPCN is a not-for-profit network of Community Health Centers with 23 service locations, providing Primary Medical and Dental care across Upstate New York, including Livingston, Monroe, Oneida, Ontario, Wayne and Yates Counties, and providing school-based portable Dental services throughout the Finger Lakes region. RPCN is dedicated to providing access to quality health care for all, regardless of financial, cultural, or social barriers.