



For Immediate Release

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Mendonoma Health Alliance Hires New Network Director

(Gualala, CA – January 8, 2018) The Mendonoma Health Alliance (MHA)—a formal healthcare network made up of Coast Life Support District, Redwood Coast Medical Services (RCMS), and Santa Rosa Memorial Hospital—announces the hiring of a permanent Network Director.

Micheline White will take the helm from MHA co-founder and interim Network Director Bonnie Noble. The MHA was formed in late 2016 with seed funding from the federal Health Resources and Services Administration (HRSA) as an integrated network to provide the infrastructure to expand access, coordinate, and improve the quality of healthcare services for isolated Mendonoma residents.

In 2017, MHA received two new grants from HRSA: a 3-year \$895,000 award to expand and implement programs and increase the use of technology in our region, and an additional \$100,000 specifically to plan and develop a Telemedicine Program.

A long-time Mendonoma resident, Micheline has spent the last five years as Executive Director of the local nonprofit Coastal Seniors, which provides a Meals on Wheels program and many other services for isolated seniors in our community. While at Coast Seniors, Micheline oversaw a 75% increase in the organization's operating budget.

Micheline has always worked in the social services realm, a passion stemming her childhood experience of growing up in a low-income household in Sacramento and a brief bout with homelessness, in which support offered to her family “essentially saved our lives.” With the goal of wanting to give back, Micheline pursued a BA in Sociology with a focus on Geriatrics from Sonoma State University.

“I remember being five years old and homeless,” Micheline reflects. “My family occasionally attended soup kitchens for our meals. I remember as a child telling myself that someday I would be involved in something similar that gives back to people the way that the soup kitchens had given to my family.”

She also credits her family for supporting and encouraging her to do better for herself and give back to the community. While in college, her grandmother was diagnosed with dementia,



which sparked her interest in services to older adults. “I wanted to understand what she was going through.”

Recognizing the importance of bringing more health resources to our isolated community, Micheline is excited in her new role as head of MHA, with its goal of facilitating integration of services between RCMS, Coast Life Support District, and Santa Rosa Memorial Hospital to improve the health of Mendonoma residents. She also believes that MHA can support and build on some of our area’s greatest strengths. “Our community really cares about each other,” Micheline adds. “If you need something, the community is overwhelmingly supportive.”

Micheline moved to Gualala with her husband, Aaron Kirby, who grew up here, in 2008. They live with their 7-year old daughter and have a new baby on the way.

For more information on the Mendonoma Health Alliance visit its website at www.mendonomahealth.org

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