

Hale Makua

Compassion. Commitment. Community.

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FOR IMMEDIATE RELEASE

LOCAL HEALTHCARE ORGANIZATION CHANGES ITS NAME AFTER MORE THAN 60 YEARS Hale Makua will now be known as Hale Makua Health Services

KAHULUI, Hawaii, November 25, 2008 – With the addition of more community and home based healthcare programs, Hale Makua has struggled for decades trying to change the public perception of only being a nursing home for elderly. Being stuck with the stigma of the place loved ones go before they pass away. In order to reflect the breadth of diverse healthcare programs and services Hale Makua provides to Maui’s residents of all ages, the organization’s name will be modified from “Hale Makua” to “Hale Makua Health Services.”

Hale Makua Health Services CEO, Tony Krieg, views the change to the organization’s name as “a strategic move that will help enable the organization to be more nimble and flexible in responding to the healthcare needs of the Maui community, especially in a time where the demands on the healthcare industry continue to increase as Baby Boomers age. We want the community to be able to look to Hale Makua Health Services as the premier provider of excellent home and community based healthcare services, in addition to a place where mom or dad can live with compassionate care when they can no longer reside safely at home.”

Hale Makua Health Services’ two long-term care facilities in Kahului and Wailuku will still be known by the widely recognized name “Hale Makua.” The home health care and rehabilitation programs, both providing services to clients of all ages while they live at home, will respectively be called “Home Health by Hale Makua” and “Rehab by Hale Makua.” Also included in Hale Makua Health Services’ family of programs is Maui PACE, Hawaii’s only Program of All-inclusive Care for the Elderly, which helps seniors 55 and older that are certified for nursing home level of care to live at home longer.

Hale Makua Health Services, a private, non-profit 403-b corporation established in 1946, is committed to the mission of providing excellence in healthcare in our home and yours. Hale Makua Health Services has two Hale Makua long-term care locations: one in Wailuku caring for 124 residents and the other in Kahului with a capacity of up to 238 residents. Other programs include Home Health by Hale Makua, which provides post-acute care and social work services to over 250 homebound clients of all ages, Rehab by Hale Makua, and the Hawaii’s only Program of All-inclusive Care for the Elderly, Maui PACE. For additional information, please visit HaleMakua.com.

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