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Community Health Initiative Reaches Out to Church Of God In Christ Members at Centennial Convocation

CHI seeks to improve church members' healthcare through education and free health screenings by DrugPlace pharmacy, Pfizer, Novartis and Roche

NASHVILLE, Tenn. – Dec. 5, 2007 – The Community Health Initiative (CHI), a community outreach program of the Church Of God In Christ, is helping fight the battle against diabetes and heart disease that more than 100 million Americans are facing. During the church's 100th Annual Holy Convocation in Memphis, CHI reached out to tens of thousands of COGIC Saints by educating the delegates about good health and the importance of disease treatment and prevention.

CHI, along with partners Pfizer, Novartis, Roche Diagnostics and DrugPlace pharmacy, provided free health screenings, healthful cooking classes, high-profile speakers and helpful educational material to address the issues of heart disease, high blood pressure and diabetes.

"The Church Of God In Christ is taking action to empower people about their health," said Elder Readus C. Smith III, director of health for the church's Tennessee Fourth Jurisdiction. "CHI is on the cutting edge when it comes to educating and providing resources to help eliminate health disparities among the African-American community. We are making great strides in health awareness by giving our members access to our elite plan for prescriptions, health screenings and the information that is key to maintaining a healthy lifestyle."

More than 100 million Americans have diabetes and heart disease, and the numbers are disproportionately higher for African-Americans. CHI is helping combat those high numbers by attacking the front line in educating the public about the disease. DrugPlace, the exclusive mail-order pharmacy of CHI, distributed free glucose meters and Roche provided diabetes testing for more than 900 people using the hemoglobin A1C test.

“The A1C test for diabetes tells us how sugar has been utilized in the body over the last three to six months,” said Michael Sosnowik P.D. “It is a much better indicator of the disease than the blood glucose test, which is really used for monitoring blood sugar and managing the disease.”

CHI partners Novartis and Pfizer also participated in the event. Novartis performed more than 1,700 blood pressure screenings, while Pfizer conducted a comprehensive health study and sponsored the attendance of actress Ruby Dee to speak about heart disease.

About the Community Health Initiative

The Community Health Initiative aims to provide the best, most cost-efficient healthcare services in America to its members and its communities. The Community Health Initiative is committed to improving its members' quality of life by providing a valuable plan for purchasing prescriptions, over-the-counter medications, vitamins and supplements and other healthcare products, and is dedicated to educating its members in all aspects of maintaining good health and a good quality of life with preventive measures.

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