



## **FOR IMMEDIATE RELEASE**

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### **Centric Health Resources Continues Support for Annual Rare Disease Day Sponsored by National Organization for Rare Disorders (NORD)**

**CHESTERFIELD, Mo. – February 21, 2011** – With an ongoing dedication to improving the quality of life for people nationwide with rare, orphan, ultra-orphan, and chronic genetic disorders, Centric Health Resources, Inc. ([www.centrichealthresources.com](http://www.centrichealthresources.com)) will join the National Organization for Rare Disorders (NORD) and others around the world in observing the Third World Rare Disease Day on February 28, 2011. On this day, millions of patients and families will share their stories to put a spotlight on rare diseases as an important global public health concern.

“There are nearly 30 million Americans—and millions more around the world—affected by rare diseases,” says Peter L. Saltonstall, president and CEO of NORD. “Everyone knows someone with a rare disease. While many of these diseases are serious and lifelong, most have no treatment and many are not even being studied by researchers. This leaves patients and families still searching for a better future.”

As a member of NORD’s Corporate Council at the Founder’s Circle level, Centric joins a select group of leading companies committed to helping people with orphan diseases. The Council provides a platform for rare disease patient advocacy organizations and enables companies to discuss issues and trends with top orphan disease experts. Membership supports NORD’s commitment to the identification, treatment, and cure of rare disorders through programs related to education, advocacy, research, and service.

“The past 30 years have opened up many doors for those afflicted with rare diseases,” says Craig Kephart, president and CEO of Centric. “More than 360 drugs have been approved by the Food and Drug Administration (FDA) leading to treatment and improved lives for an estimate 11 to 14 million Americans. It’s our hope that by providing continued support to NORD we will see that number grow. First and foremost, it’s always about the patients.”

To learn more, visit [www.rarediseaseday.us](http://www.rarediseaseday.us) and, for a global perspective, visit [www.rarediseaseday.org](http://www.rarediseaseday.org).

#### **About Centric Health Resources**

Centric Health Resources, Inc. is a nationwide, Patient-Centered Health Management® organization, serving patients with rare, ultra-orphan disorders. Biotech and pharmaceutical manufacturers maximize value by aligning with Centric for streamlined and flexible service offerings that include reimbursement expertise, delivery of specialty pharmaceuticals, peer health coaching, and clinical support from registered nurses. Accredited by URAC in the specialty pharmacy segment, Centric connects physicians, nurses, health benefit payers, patient advocacy groups, biotech/pharmaceutical companies, and families together in partnership for improved service and health outcomes for these specialized patient populations. Visit [www.CentricHealthResources.com](http://www.CentricHealthResources.com) <http://www.centrichealthresources.com/>.