



Madison Official Convenes With White House Rural Council

WASHINGTON, D.C. (April 18, 2016) - Mr. Kim Harber, Madison Communications Senior Vice President, was invited to convene at the White House Eisenhower Executive Office Building March 30. The event, hosted by the White House Rural Council, centered on success stories and also the barriers to deploying telemedicine in Staunton, Illinois and throughout the rural southwest central Illinois region.

Members of NTCA–The Rural Broadband Association, officials from the Obama administration, and leaders from state and local government, academia and the practitioner community gathered at the White House Eisenhower Executive Office Building for the event hosted by the White House Rural Council.

Mr. Harber emphasized the company’s ongoing commitment to expanding health care access and developing technology solutions to deliver quality and affordability at a local level. The event highlighted the essential role of telehealth in reaching high-need rural families and communities. Participants identified and made recommendations on barriers and opportunities to increased deployment and participation in telehealth services.

Madison Communications today released the following statement from Mr. Harber regarding the event:

“Madison is pleased to partner with the White House Rural Council to discuss issues critical to the success of rural America. Access to health care is a key component to any rural community’s success, and it is clear that broadband can play a vital role in keeping health local. Telemedicine can keep essential services supported, and we look forward to continued engagement with the administration to build upon its ongoing commitment to expanding access to quality, affordable health care.”

Harber added, “Madison continues our long standing partnership with Community Memorial Hospital and the health care providers in Staunton and throughout our service territory. Broadband and information technology are critical infrastructure needs serving to sustain a quality, affordable health care system in rural Illinois. Having this direct opportunity to provide input to the White House Rural Council can only facilitate the overarching goal we share with local health care providers – the ability to provide ubiquitous access to the latest in diagnostics, treatment and preventative health care solutions.”

The U.S. Secretary of Agriculture, Tom Vilsack and Doug O'Brien, senior policy advisor for rural affairs for the White House Domestic Policy Council led the event. The U.S. Department of Agriculture's Rural Utilities Service Administrator, Brandon McBride, and representatives from the U.S. Department of Health and Human Services spoke about the trends for health care in rural areas, as well as federal investment in rural telehealth.

Participants are expected to report back to the White House Rural Council in two weeks with thoughts, best practices, action items and pilot project ideas.

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Photo provided: Madison Communications Senior Vice President, Kim Harber (front row, third from left), is pictured with representatives from rural telecommunications companies across the country at the White House Rural Council Telehealth event.

About Madison Communications: Madison Communications is a fully integrated service provider of high-speed Internet access, digital phone, HD entertainment programming, and other IP solutions to residential and business customers in Southwestern Illinois. For questions regarding Madison's service or to inquire about other products, please dial 1-800-422-4848 Monday through Saturday, 8:00 a.m. to 5:00 p.m. or visit gomadison.com.