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Business, personal health care challenges take center stage in Blue Back Square

Universal Health Care Foundation is joining with Blue Back Square LLC., as well as with the non-profit theater company HartBeat Ensemble and the town of West Hartford, to present a free outdoor play that dramatizes the need to improve Connecticut's health care system.

"We welcome the participation of Blue Back Square LLC. in this collaborative project," said Foundation President Juan A. Figueroa. "Rising health care expenses are hurting Connecticut's businesses," he continued. "Small businesses, which employ more than four out of five Connecticut workers, can't afford to expand and create new jobs."

Blue Back Square Marketing Manager Caroline Craig said a play about health care is a good fit for the company.

"Health and wellness are part of Blue Back Square; with doctors' offices, the Hartford Hospital Wellness Center and New York Sports Clubs on Memorial Road. It makes sense to help support groups like HartBeat Ensemble as they deliver messages about health and wellness in the public square."

Figueroa added, "We are committed to working with businesses such as those in Blue Back Square to achieve a system of quality, affordable health care that lets them grow and encourages entrepreneurs to create new businesses."

Louise DeChessers, administrator for the Surgery Center within the Hartford Hospital Wellness Center agreed that the health care-Blue Back connection is a natural one. "A lot of what we do is education and preventive medicine, to help keep West Hartford healthy. Blue Back Square is about shopping, but it's also about the community and health. We welcome a play that shows how we can improve our health care system so that more people get better care and live healthier lives." HartBeat will perform in the main plaza at Blue Back Square on Saturday, July 26 at 5 pm.. Music and families activities will start at 4 p.m. Picnickers are welcome. Food will also be available for sale.

The HartBeat Ensemble scripts were developed from extensive interviews with residents. Among the stories are those of beauty salon owners who can't afford health insurance for their employee; a woman who can get the surgery she needs - if she leaves her husband and young son and travels half-way around the

Universal Health Care Foundation of Connecticut is a nonpartisan, nonprofit grant-making organization dedicated to achieving quality, affordable health care for every Connecticut resident. Learn more about the performances and the foundation at www.universalhealthct.org.