



The Healthy Trucking Association of America (HTAA) and Convenient Care Association (CCA) Launch Driver's Health Initiative: Making High-Quality Health Care More Accessible and Affordable for Millions of Drivers

Partnership between Healthy Trucking Association of America (HTAA) and Convenient Care Association (CCA) to bring vital health services to the professional driver community.

Atlanta, Georgia (Vocus/PRWEB) March 01, 2011 -- The Healthy Trucking Association of America (HTAA) and the Convenient Care Association (CCA) have announced plans to launch a nationwide initiative aimed at making high-quality health care more accessible and affordable for our nation's professional truck drivers. The joint HTAA and CCA initiative was announced at the Healthy Trucking Summit, taking place March 1-3, 2011 in Atlanta, Ga.

The HTAA Healthy Trucking Summit is the trucking industry's premier health and wellness event and the leading source of education and resources aimed at improving the health of our nation's professional driver population. The meeting includes trucking fleet safety directors, human resources directors, recruitment and retention managers, fleet executives, trucking association representatives, Department of Transportation (DOT) officials and health and wellness experts from all over the country. As part of the launch, executives from the CCA and its members are in attendance at the Summit to collaborate on best practices and strategies to help drivers complete their DOT exams and live longer, healthier lives.

Through the partnership between the CCA, the national trade association representing the retail-based health care industry, and the HTAA, retail-based convenient care clinics nationwide will begin offering DOT exams, expanded medical treatments and wellness services designed specifically for transportation industry employees. Of the 1,100 clinics in CCA's membership, nearly 1,000 have committed to engage in the partnership to date.

"We are very pleased to be working with the CCA to bring these vital services to the professional driver community," says Brett Blowers, HTAA spokesman. "The CCA has made a commitment to the HTAA and to our nation's drivers to help their member clinics become very 'trucker-friendly' by providing ample truck parking and a number of new services designed especially for professional drivers and their families."

"Located in retail stores like major pharmacies and large supermarkets, CCA clinics are much more accessible and affordable for drivers than traditional doctors' offices or emergency rooms," says Tine Hansen-Turton, executive director of the CCA. "Retail-based convenient care clinics provide a perfect venue for employees, and their families, to receive accessible, affordable, high-quality services."

"We are excited to be working with the HTAA on this important initiative," says Cynthia Graff, CCA Business and Development Board Chair and President and CEO of Lindora, LLC. "The trucking industry is a vital part of the American economy and it is essential for professional truck drivers to remain healthy."

Health Promotion Solutions will be the organization coordinating the activities at CCA locations and the professional registry based on the Federal Motor Carrier Safety Administration (FMCSA) clinical guidelines. "We have met with government officials, fleets, and other trucking organizations who have expressed great interest in the clinics' ability not only to identify and manage chronic disease risk but to support Compliance Safety Accountability Act 2010 federal guidelines through electronic medical records, standardized medical protocols, and technology solutions to reach drivers while traveling on the road," says Stewart Levy, R.Ph.,



President of Health Promotion Solutions.

Blowers points out that many CCA locations have already begun performing driver-specific services such as DOT exams and other services that appeal to drivers like flu shots, smoking cessation programs, and a number of health and wellness screenings. This initiative is undertaken as part of the HTAA's ongoing efforts to improve the health of our nation's over-the-road professionals and build a healthy trucking industry.

About the Convenient Care Association (CCA)

The Convenient Care Association is a national nonprofit organization representing the retail-based convenient care industry. CCA members operate approximately 1,100 convenient care clinics, which is more than 90 percent of the estimated 1,200 clinics open nationwide. Convenient care clinics operate in nearly 40 states as well as Washington, D.C. For more information or to find a clinic near you, please visit www.ccaclinics.org.

About the Healthy Trucking Association of America (HTAA)

The Healthy Trucking Association of America was established as a result of alarming statistics concerning the unhealthiness of the professional truck driver population. Current statistics show that over-the-road professionals have an average life expectancy of less than 61 years and exhibit well above average occurrences of a wide variety of ailments and conditions, including high blood pressure, sleep apnea and obesity to name a few. The HTAA offers programs to improve the health of professional drivers and has quickly evolved into the leading authority on driver health and wellness issues.

The mission of the Healthy Trucking Association of America is promoted via multiple lines of communication, including representation at all major transportation trade shows, the annual Healthy Trucking Summit, Healthy Trucking Brunches, an interactive website, a variety of digital media vehicles, a monthly newsletter, and the official monthly magazine of the HTAA, Healthy Trucking, which is the only magazine dedicated to the health and wellness of drivers. To learn how you can become involved with the Healthy Trucking Association of America please call 800-800-1198 or visit www.HealthyTruck.org

About Health Promotion Solutions

Health Promotion Solutions provides evidenced based solutions to support chronic disease screening, health education and management to employers, insurance companies, retailers, consumer groups, government agencies and other businesses in the Health Promotion Industry.

Call 215-968-7800 or visit www.healthpromosolutions.com.

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