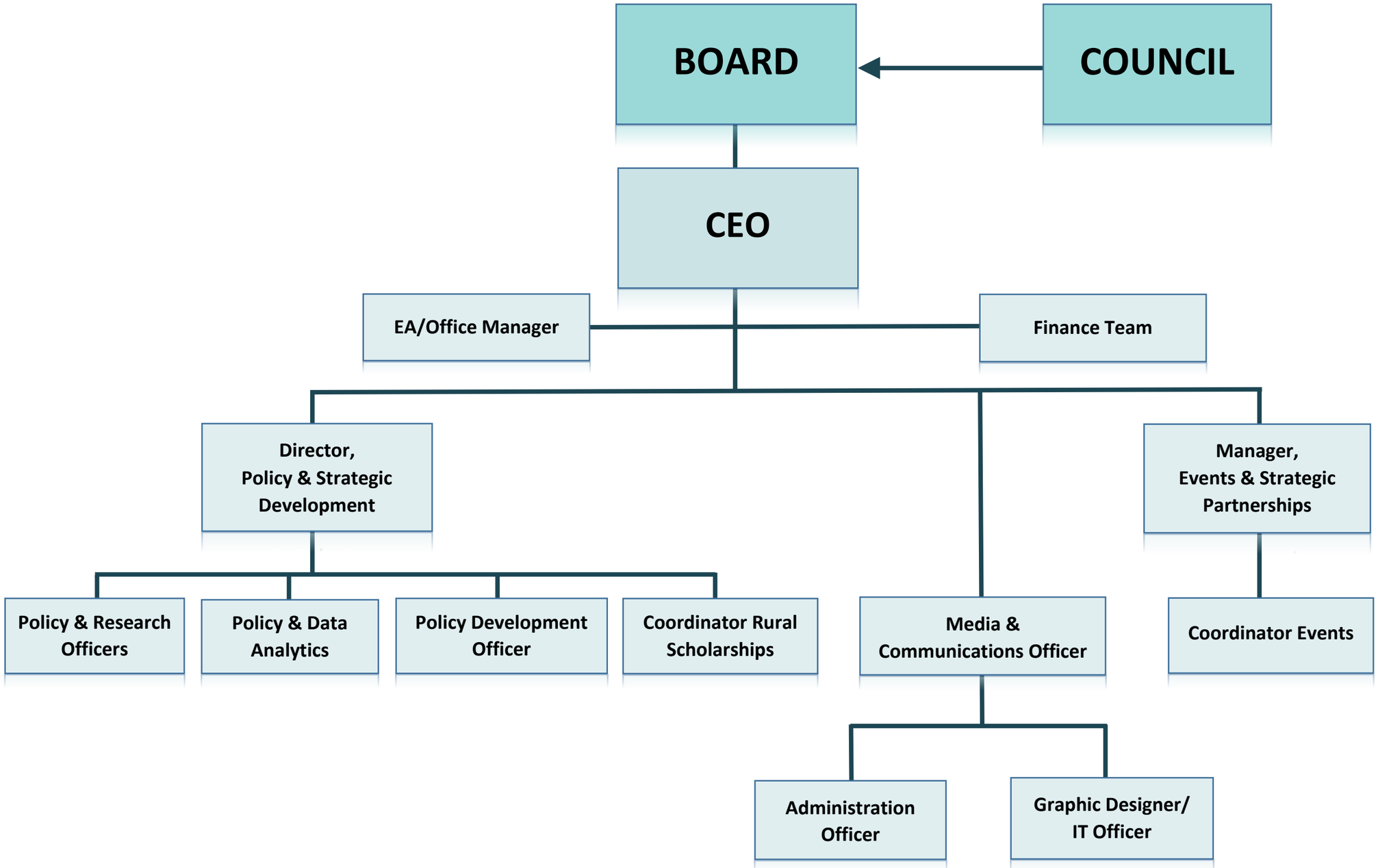National Rural Health Alliance