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NEWS RELEASE

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Aviva Health Stands Up Temporary Omicron Surge Call Center in New Downtown Roseburg Location

Organization suits up again to respond to newest variant

ROSEBURG, Ore. – Aviva Health is using donated downtown Roseburg commercial space as part of its omicron response effort, marking the organization’s return to the area where it first opened its doors in 1992.

While clinical care delivery is the long-term goal for the location, beginning today the building will house a temporary emergency call center to address community case-management needs during the COVID-19 omicron surge.

The building, located at 1128 S.E. Stephens Street, was donated to Aviva Health by Ron and Shirley Northcraft, longtime Roseburg residents who want the property to benefit underserved residents in the area.

“The community has supported my wife and I for our entire careers,” Mr. Northcraft says. “To be able to give back and have it utilized is a good feeling for us.”

KC Bolton, CEO of Aviva Health, says the new clinic is perfectly located to serve individuals who currently lack access to reliable, high-quality health care.

“We are deeply humbled by the generous gift from Mr. and Mrs. Northcraft. It’s a physical and literal representation of returning to our downtown Roseburg origins,” Bolton says. “This new building allows us to once again provide essential services to our underserved community who reside downtown and may have transportation challenges, removing a significant barrier many people face.”

But before medical care is offered, omicron case-management services are the priority.

“Like the delta surge, one of our priorities is to protect hospital emergency department and inpatient capacity, so establishing case-management services to effectively link COVID-19 patients to appropriate sources of outpatient care is a priority of ours.”

Aviva Health is also considering relaunching its Acute Care Clinic, last activated during the delta surge, for individuals who are experiencing symptoms of COVID-19 in dedicated space that limits interaction with well patients.

While Aviva Health providers will continue to see patients in-clinic, telehealth services are available for individuals whose care needs can be addressed remotely.

As it has for several months, Aviva Health continues to offer COVID-19 vaccinations and boosters as well as testing services. Appointments are required. Online vaccination and booster self-scheduling is [available here](#). Individuals can self-schedule a testing appointment online by [clicking this link](#).

Omicron FAQs are available on the [Aviva Health website](#).

ABOUT AVIVA HEALTH

Founded in 1991, Aviva Health is an independent, board-governed, not-for-profit organization that cares for the people of Douglas County by providing high-quality, patient-centered, accessible, and affordable medical, dental, and behavioral health care, regardless of their ability to pay. Aviva Health offers integrated services from 10 clinic sites in Roseburg, Myrtle Creek, Sutherlin, Glide and North Douglas County (Drain), including a Teen Health Center located on the campus of Roseburg High School. In partnership with CHI Mercy Medical Center, Aviva Health also serves as the family medicine practice site for the Roseburg Family Medicine Residency Program.