



**FOR IMMEDIATE RELEASE**

## **RADIANT ALLIANCE WELCOMES GENACROSS LUTHERAN SERVICES AS FOUNDING MEMBER**

**Columbus, OH (Jan. 29, 2024)** – Radiant Alliance, an affiliation of nonprofit organizations committed to transforming the healthcare landscape, is delighted to announce the addition of Genacross Lutheran Services as a founding member.

Genacross Lutheran Services is a Toledo-based non-profit organization with more than 160 years of improving the lives of individuals in need. Rooted in the principles of the Lutheran faith, Genacross is committed to enhancing the well-being of those it serves through compassionate and comprehensive services in senior living, skilled nursing, rehabilitation, home health, and youth and family services. Their mission extends beyond healthcare, encompassing a holistic approach that addresses the physical, emotional and spiritual needs of each person.

Genacross Lutheran Services' unwavering commitment to excellence and a person-centered approach makes them a valued addition to Radiant Alliance, contributing to the alliance's collective mission of revolutionizing the healthcare landscape.

Joining Metta Healthcare (Ohio's Hospice and Pure Healthcare) and United Church Homes in this strategic alliance, Genacross will help Radiant Alliance further its dedication to innovation and compassionate care.

"Our partnership with Radiant Alliance provides Genacross with a wealth of opportunities to make a real difference in caring for seniors, youth and others with complex healthcare needs," said Rick Marshall, President, and Chief Executive Officer of Genacross Lutheran Services. "The missions of these separate organizations align perfectly to create an alliance that will reach more people, create innovative new programs, and generate best practices that focus on quality care and services."

Radiant Alliance seeks to empower individuals to fearlessly embrace their health choices and build a healthcare system that nurtures the well-being of the entire community. Together, these organizations will cultivate collective growth and create a bold future like no other.

In a significant development last year, Radiant Alliance entered into a definitive agreement with CareSource, a nationally recognized nonprofit health plan. Subject to appropriate approvals and





closing conditions, Radiant Alliance will become an affiliate of CareSource. One of the core principles that Radiant Alliance and CareSource will focus on is ensuring the place a person lives becomes a deliberate and integrated component of their overall plan of care. This strategic approach opens up new opportunities to build and deploy integrated value-based care arrangements for high-acuity populations.

"We are thrilled to welcome Genacross to Radiant Alliance as a founding member. Their commitment to excellence and compassionate care aligns perfectly with our mission to revolutionize healthcare," said Rev. Dr. Kenneth Daniel, Chief Executive Officer of Radiant Alliance and United Church Homes. "Together with Radiant Alliance's anticipated affiliation with CareSource, we are poised to make a lasting impact on the healthcare landscape."

Radiant Alliance looks forward to the future as it continues to grow and create innovative solutions that prioritize the well-being of individuals and communities alike.

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### **About Genacross Lutheran Services**

Genacross Lutheran Services, headquartered in Toledo, Ohio, has been serving people in need since 1860. Today, nearly 3,000 people of all ages throughout northwest Ohio and southeast Michigan benefit from Genacross programs and services that foster compassionate care and wellness in many areas of life. As a nonprofit organization, Genacross provides a spectrum of care, including long-term nursing care, assisted living, short-term skilled nursing and therapy, respite care, home health, affordable independent living homes for seniors, and community-based residential care and treatment programs for high-risk youth. Genacross is a faith-based social ministry affiliated with the Evangelical Lutheran Church in America (ELCA) and recognized by the Lutheran Church—Missouri Synod (LCMS). Genacross also is a member of Lutheran Services in America, aligning with nearly 300 human service organizations within the network.

Website: [[www.genacrosslutheralservices.org](http://www.genacrosslutheralservices.org)]

### **About Radiant Alliance**

Radiant Alliance is an affiliation of nonprofit organizations revolutionizing the landscape of health care through an unwavering commitment to innovation, compassionate care, and the power of human connection. Current members of the affiliation include Metta Healthcare and United Church Homes. Our aim is to create a brighter future by providing access to comprehensive supportive services across the health care continuum. With innovation as a





guiding light and the human spirit as its driving force, Radiant Alliance takes an active hand in creating a bolder and brighter future. Together, the alliance cultivates collective growth, empowers individuals to fearlessly embrace their health choices and works to build a health care system that nurtures the well-being of all.

Website: [[www.radiantalliance.org](http://www.radiantalliance.org)]

**For media inquiries, please contact:**

Ashley Bills, Corporate Director of Communications & Media Relations  
[abills@uchinc.org](mailto:abills@uchinc.org) | 740.525.5703

Kari Bucher, Manager of Marketing and Corporate Communication  
Genacross Lutheran Services | [kbucher@genacross.org](mailto:kbucher@genacross.org) | 419.861.4970

