

Carlsbad Medical Center names new CEO

CARLSBAD, NM – JUNE 1, 2011 – – **For Immediate Release**

Healthcare executive Chad Campbell will bring a wealth of hospital management expertise when he assumes the chief executive officer role at Carlsbad Medical Center (CMC) on June 13.

Campbell was most recently assistant chief executive officer (ACEO) of a 388-bed hospital in Spokane, WA, where he was instrumental in establishing the hospital's Regional Referral Center and developing a market integrated delivery system with Deaconess, Valley Hospital and Rockwood Clinic that includes 130 physicians and multiple clinics. Previously, he was ACEO of a hospital in Ponca City, OK, and he has considerable experience with physician recruitment and hotel management.



Chad Campbell

"Chad is a dynamic leader with a strong track record of success with hospital operations and developing strong relationship with physicians," said John Waters, chairman of the CMC board of trustees. "His balanced approach to involving physicians, employees and patients in meeting quality, service and growth goals will fit well with Carlsbad Medical Center and our Carlsbad community," he said.

"I'm looking forward to moving to Carlsbad and being part of a hospital that really makes an impact on people's lives, and is connected to the community," said Campbell. He said he is an advocate of "working with the physicians to maintain a strong, balanced team approach to patient care," and that he is excited about the opportunity to continue progress in making Carlsbad Medical Center a great place to work, to practice medicine, and to receive care."

"I have great confidence that Chad will partner with physicians and staff to continue our goal at CMC to offer outstanding care to our patients," said Dr. Elliott Marcus, chief of staff. "He is very personable and willing to work with the staff and take CMC to the next level."

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About Carlsbad Medical Center

Carlsbad Medical Center is a full-service 115-bed community hospital. Since 2004, CMC has reinvested a total of \$35 million in improvements and expansions, including a new Outpatient Diagnostic Center, upgraded diagnostic imaging equipment, an expanded Intensive Care Unit, and an upgraded and expanded Emergency Department. A \$15 million renovation project was completed in January 2011, resulting in additional operating rooms, a new inpatient laboratory, a renovated Women's Services Unit, and a remodeled front entrance and lobby.