



FOR IMMEDIATE RELEASE

**AN INNOVATIVE LEADERSHIP MODEL
FOR EXCEPTIONAL HEALTH CARE IN NORTHWESTERN KANSAS**

Dr. Ronald Robinson will take over as CEO & CMO at Goodland Regional Medical Center and Rawlins County Health Center

CENTENNIAL, COLO. (Nov. 13, 2018) Today, Centura Health, the largest health ecosystem in Colorado and western Kansas, announces Ronald Robinson, MD, MPH, MBA, has accepted a new combined position as Chief Executive Officer (CEO) and Chief Medical Officer (CMO) for Goodland Regional Medical Center and Rawlins County Health Center. This new physician executive role will be shared by the two hospitals as part of a rural health network in northwest Kansas that also includes Logan County Health Services in Oakley. “I’m thrilled to join colleagues in western Kansas in furthering the vision of collaborative rural health care that optimizes local services and ensures seamless connection to specialty care, at cost effective rates,” says Dr. Robinson.

Utilizing one CEO to manage multiple facilities has served Centura well in the Pikes Peak region of Colorado. Penrose Hospital and St. Francis Medical Center collaborate under one leader to enable peer support among caregivers, benchmark performance, and share opportunities for improved clinical quality. Routinely, Penrose-St. Francis is named one of America’s 50 Best Hospitals. Centura Health Vice President of Rural Health, Lou Ann Wilroy says, “With Dr. Robinson serving as our regional leader, we believe we will be able to use a proven model to further integrate with our rural hospitals. We look forward to increased collaboration as we continue to work on a broader vision of how we deliver whole person care and build thriving communities in rural Kansas.”

Dr. Robinson began his service with Centura Health as a practicing physician in 2003, and has served in multiple leadership roles including; medical director of surgical services, chief of staff, and CMO at Centura’s Avista Adventist Hospital in Louisville, CO. His education and experience have led him to a unique position for this very challenging and innovative role. Beyond his medical degree, Dr. Robinson also holds a Master of Public Health, and a Master of Business Administration. He is board certified in both anesthesiology and aerospace physiology and has served as a flight surgeon at NASA as well as a medical officer in the Air National Guard and the U.S. Navy, where he still serves as a Lieutenant Commander.

December 17, 2018, Dr. Robinson will take over leadership at the hospitals. “With his special knowledge and unique skill set I’m confident the dual CEO/CMO role is an innovation that will serve our communities well,” Wilroy concludes.

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About Centura Health

Centura Health connects individuals, families and neighborhoods across Colorado and western Kansas with more than 6,000 physicians and 21,000 of the best hearts and minds in health care. Through our 17 hospitals, two senior living communities, health neighborhoods, physician practices and clinics, home care and hospice services, and Flight For Life® Colorado, we are making the region's best health care accessible and affordable in every community we serve. We believe you can inspire the people you care about to live healthier lives by encouraging them to do the little things that can make a big difference. We're Centura Health, and we're here for your health. For information on Centura Health or any of the facilities in our network, please visit the [Centura Health website](#).

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