



For Immediate Release
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**ELLIOT HEALTH SYSTEM NAMES
JAMES L. WOODWARD CHIEF EXECUTIVE OFFICER**



Manchester, NH – Following a six-month national search, the Elliot Health System Board of Directors is proud to announce the appointment of James L. Woodward as Chief Executive Officer.

Mr. Woodward has spent the last 7-1/2 years serving as president and CEO of Meriter Health Services in Madison, Wisconsin. The \$800 million, multi-entity health system consists of Meriter Hospital (448-bed community teaching hospital; fifth largest in Wisconsin), Meriter Home Health, Meriter Medical Laboratories, Meriter Foundation, Physicians Plus Insurance Corporation and Meriter Medical Group, which includes 150 employed providers, who practice at ten clinic locations throughout the region.

During his tenure as CEO of Meriter, Mr. Woodward led the organization to many significant achievements, which include but are not limited to: the creation of Meriter Medical Group; a bond rating increase to A+ from Standard and Poors; transitioning to Patient Centered Medical Home model of care delivery; implementing EPIC IT platform and achieving "Most Wired" designation from *Modern Healthcare*; facilitating a culture change to improve quality, outcomes and satisfaction scores, which led to multiple accolades (i.e., *NRC's 'Best Practice Award'*, *Thomson Reuters' Top 100 Hospital'*, etc.); completing formal affiliations with The University of Wisconsin School of Medicine and Public Health, University of Wisconsin Hospital and Clinics, University of Wisconsin Medical Foundation and finally, the affiliation with UnityPoint Health, a 15-hospital system based in West Des Moines, Iowa.

Mr. Woodward brings over 25 years of healthcare leadership experience to The Elliot, having served in various positions and diverse settings prior to joining Meriter. Upon graduating from George Washington University with a B.A. degree and a Master's in Health Services Administration, Mr. Woodward spent several years as an operations executive at Columbia Hospital for Women Medical Center in Washington, DC. He then accepted a COO role at Kent General Hospital in Dover, Delaware, and was responsible for acquiring a competing hospital to create the two-hospital system, Bayhealth Medical Center, of which he became executive vice president and COO. After 8-1/2 years with Bayhealth, Mr. Woodward was appointed to his first president role with Winchester Medical Center, a 411-bed community hospital that was part of the three-hospital system, Valley Health in Winchester, Virginia. Several years later, Mr. Woodward was recruited to Meriter Health Services.

Mr. Woodward is a Fellow of the American College of Healthcare Executives and also actively participates in healthcare policy development via his role as a delegate of the American Hospital Association's Regional Policy Board and member of the Wisconsin Hospital Association Board. Jim, his wife Rosemary and their youngest son of three children (the older two are in college) will be relocating to New Hampshire in the coming months. His official start date is August 4, 2014.

Elliot Health System is a non-profit organization serving the healthcare needs of the community since 1890. The largest provider of comprehensive healthcare services in Southern New Hampshire, Elliot Hospital, a 296-bed acute care facility and the first community hospital in the state, serves as the cornerstone of the health system. Elliot is home to Manchester's designated Regional Trauma Center, Elliot Breast Health Center, Elliot Urgent Care, a Level 3 Newborn Intensive Care Unit, Elliot Physician Network, Elliot Regional Cancer Center, the Elliot Senior Health Center, Visiting Nurse Association of Manchester and Southern New Hampshire, Elliot 1-Day Surgery Center, Elliot Memory & Mobility Center, NH Arthritis Center, Elliot at River's Edge and New Hampshire's Hospital for Children.

For more information about any of Elliot's services, call Elliot Direct at 603-663-1111 or visit www.elliotohospital.org.

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