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Martha Whitecotton is the Senior Vice President of Behavioral Health Services at Carolinas HealthCare System. She is responsible for strategic development, execution and oversight for the Behavioral Health Service Line for Carolinas HealthCare system across all care settings as well as physician services.

Prior to assuming this role, Ms. Whitecotton served as the President of Levine Children's Hospital with responsibility for hospital operations, emergency services, and ambulatory specialty care.

Ms. Whitecotton earned her Masters Degree in Family Nursing from West Texas State University and also received her BSN from West Texas State University. She completed a Nurse Executive Fellowship in 2005 at the Wharton School, University of Pennsylvania. Ms. Whitecotton is a Fellow in of the American College of Healthcare Executives, and a member of the Sigma Theta Tau Honor Society.