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AHA APPOINTS NEW TRUSTEE TO ITS BOARD

WASHINGTON (December 11, 2012) – Bruce P. Bailey, president and chief executive officer of Georgetown Hospital System, Georgetown, S.C., today was named to the Board of Trustees of the American Hospital Association (AHA) and chairman of the Association’s Regional Policy Board 4. The board is the policy-making body of the AHA and has ultimate authority for the governance and management of its direction and finances.

Bailey has served as the top executive at Georgetown Hospital System since 2007 and oversees day-to-day operations of the two-hospital system. Under Bailey’s leadership, the hospital system has received awards for patient satisfaction, leadership in quality improvement, its employee flu vaccine initiative and for its employee wellness and fitness programs. Additionally, Bailey has supervised the expansion of patient services and medical facilities to better serve the needs of the community.

“I’m honored to join the AHA Board at such an important time of challenge and change in health care,” Bailey said. “Improving care and lowering costs are top priorities for our hospitals, patients and communities and I’m looking forward to addressing these issues on behalf of hospitals across the nation.”

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Previously, Bailey served as administrator of Abbeville County Memorial Hospital in Abbeville, S.C. and in an administrative capacity at long-term and acute care facilities in West Virginia, North Carolina and Virginia.

Bailey currently serves on the South Carolina Hospital Association (SCHA) Board of Directors, after serving as chair from 2007 to 2008. He has served as vice chairman and chairman of the American Heart Association's Walk America and as a board member of Waccamaw Regional Education Center and Smith Medical Clinic. He also served as chairman of the SCHA Political Action Committee and the association's Workforce Advisory Committee and as co-chair of the SCHA Reengineering Steering Committee, a statewide task force charged with reengineering the way care is delivered in South Carolina.

Bailey earned his bachelor of science degree in health care management and his master's degree in health administration from Medical College of Virginia in Richmond.

Bailey's two-year term on the AHA Board begins immediately.

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About the AHA

The AHA is a not-for-profit association of health care provider organizations that are committed to health improvement in their communities. The AHA is the national advocate for its members, which include more than 5,000 hospitals, health care systems, networks and other providers of care. Founded in 1898, AHA provides education for health care leaders and is a source of information on health care issues and trends.