

New Leadership Team Selected for SPH

Homer, Alaska, Tuesday, February 05, 2008:

Two key leadership roles have been filled at South Peninsula Hospital. Robert F. Letson has been hired as the new Chief Executive Officer, and MaLisa Mudgett has been hired as the new Chief Financial Officer. Letson was one of over 70 applicants for the CEO position and was selected by a committee made up of representatives from the Board of Directors, medical staff and hospital administration.

Letson brings leadership and experience to the position, with over 21 years of proven success in not-for-profit hospital management and 13 years with for-profit hospitals. He has managed small to medium sized hospitals, as well as long term care facilities, outpatient clinics, Joint Commission accredited facilities and numerous capital construction and expansion projects. He is a Fellow of the American College of Health Executives and Board Certified in Healthcare Management. Letson received his Masters degree in Healthcare Administration from Georgia State University and his Bachelors degree in Business Administration from Stetson University in Florida.

SPH, Inc. Board President Walt Partridge states "The Board of Directors is pleased that Bob Letson has agreed to accept the position of CEO. The selection process was carefully orchestrated to yield great candidates, and Mr. Letson is its culmination. We are anxious to begin another chapter in the history of South Peninsula Hospital."

Letson will be relocating from College Park, Georgia. His experience has mainly been in the southeast part of the country where he served as the administrator for Gilmore Health System in Mississippi, Florence General Hospital in South Carolina, and the Hospital Corp America in Alabama and Georgia.

Letson will begin on March 3 and will be replacing outgoing CEO Charlie Franz, who has been with the hospital for over 12 years. Franz will stay on with the hospital as an advisor during the transition. Major accomplishments by Franz during his tenure included increasing hospital revenue from \$12 million to \$30 million annually, providing leadership for the development of a new long-term care facility, and the acquisition of new diagnostic equipment for the hospital. The hospital is hosting the ribbon cutting and grand opening next week on a \$14 million expansion project which includes a new ER, Imaging and Admissions area.

Mudgett will be filling the CFO position, which has been vacant for nearly one year. She brings over 17 years of hospital finance experience to the job, serving recently as the Chief Financial Officer at Lake Chelan Community Hospital in Chelan, Washington for the last seven years. She will begin her new position on March 17.

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