

Hospital Happenings

July 2008

It is my pleasure to introduce the new CEO at MMH—Keith Broach. Mr. Broach comes to MMH from Arkansas where he was the CEO of SMC Regional Medical Center/Great River Medical Center, which is a two hospital system. He has twenty years of progressive experience managing innovative and profitable healthcare service ventures in both public and private healthcare companies. Broach states, “I am an enthusiastic team leader who is highly focused on increasing productivity through the development of individuals, team goals and objectives, workable solutions, and immediate results.” He spent his first days at MMH meeting with staff and board members.

One of Mr. Broach’s first objectives includes listening to the needs and concerns of the physicians, community and staff. He is “getting a feel” for the hospital and learning the dynamics that make MMH such a unique and special place. He plans to be highly visible throughout the hospital, (once he learns his way around) and prides himself on being available and approachable. The first day he was here, he stood in the physician parking area so he could meet the doctors as they entered the hospital.

Keith and his wife, Kay, have a five-year old daughter, Emily. He enjoys skiing, Auburn University Football and spending time with his family, which includes a dog and a cat. He has skiied in Colorado on several occassions, but had not been to Montrose. “The drive from Colorado Springs to Montrose was certainly impressive.” I had no idea how beautiful this area is” said Mr. Broach. The Broach family looks forward to exploring Montrose and learning about our surrounding communitites.

The hospital staff looks forward to working with Keith and learning more as he shares his hospital leadership expertise. As always, if you have any questions or concerns, please don’t hesitate to contact us.