



2016 WVRHA BOARD MEMBER SPOTLIGHT

Congratulations Barbara Lay - 2016 WVRHA Board Member!

On Saturday, April 30, 2016, Barbara W. Lay, Chief Executive Officer, Pocahontas Memorial Hospital was awarded the 2016 West Virginia Rural Health Leadership Award at the 2016 Governance Forum, a program of The Center for Rural Health Development.

Ms. Lay has served as the Chief Executive Officer for Pocahontas Memorial Hospital (PMH) since 2011. Prior to joining PMH, Barbara served as CEO for Minnie Hamilton Health Systems (MHHS) in Calhoun County, after serving over 10 years with Calhoun County Banks where she last served as CFO.

Barbara served as the CEO of MHHS from 1995 to mid-2011. She was hired at MHHS prior to any thoughts of taking on the responsibilities of the hospital's services when Calhoun General Hospital closed. It truly was a trying time not only for the community, but a very young, inexperienced healthcare manager who was truly being baptized by fire. During this time MHHS grew from 13 employees to 80 employees overnight. In the timespan of 1998 to 2002, many additional services were added to address needs in the community, which included a long-term care unit, Gilmer Primary Care, dental services, and several new school-based health sites. Today, MHHS's gross revenue is approximately \$20 million and employs over 250 individuals.

Since 2011, Barbara has also guided PMH through many transitions and challenges to continue to provide inpatient, outpatient emergency and many other ancillary services to the residents of Pocahontas County and the surrounding region. Barbara's work as CEO has helped the hospital achieve and sustain exceptional improvement in clinical outcomes and financial results through the building of a sustainable culture that promotes accountability, fosters innovation, and consistently delivers a great patient experience and the best quality outcomes over time. For this work, PMH has been twice recognized nationally by the Studer Group for Excellence in Patient Care. Barbara continues to be a leader in providing access to patient centered care in West Virginia.