

CHAMPIONSHIP PLAYBOOK

UW Health at The American Center – The latest news from now until opening day

May 2014

In the Huddle

with John Sheehan, President
UW Health at The American Center

Dear Associates,

Approximately three weeks ago, we filled the second of two key leadership positions at UW Health at The American Center. Now I'm delighted to officially welcome both Vicki Hill and Wendy Horton to the leadership team. Both know our organization well and keenly understand what we are trying to accomplish at The American Center. With these two talented leaders on board, starting June 1 and July 1 respectively, we will be able to accelerate our progress in many key areas over the coming months. As we have defined their positions, and the important role of Jane Powers as service line director for orthopedics and rehabilitation, our organizational structure has continued to evolve, as you'll see in the organizational chart on page 2.



I'd also like to thank all those who participated in recent focus groups as part of our development of a new selection process for associates at The American Center. You were generous with your time and your thoughts on what it takes to be successful at UW Health. Your observations have helped refine the competencies and performance standards we will use as we evaluate candidates for positions at the new facility. I'm pleased that interest in opportunities at The American Center appears to be high, and I expect that by next month, we will have many more specifics to share with you regarding the timeline and application process.

Hill and Horton join American Center Leadership Team

You may have known Vicki Hill in many UW Health roles since she first joined the organization in 1992. June 1, she takes on a new challenge as the recently named Vice President for Clinical and



Vicki Hill
Vice President
Clinical and
Interventional Services

Interventional Services at UW Health at The American Center. In that role, she will oversee universal care services, perioperative services, overnight care services, and ambulatory care services at the new facility.

Vicki comes well prepared for her new responsibilities. She has served since July 2011 as Director, UWHC Radiology Services, where she has been responsible for imaging services at nine locations and for a department of nearly 400 associates. She has worked closely with physician partners in radiology and related disciplines and has been a leader in strategic planning, a champion of lean improvement and an active member of many organization-wide committees.

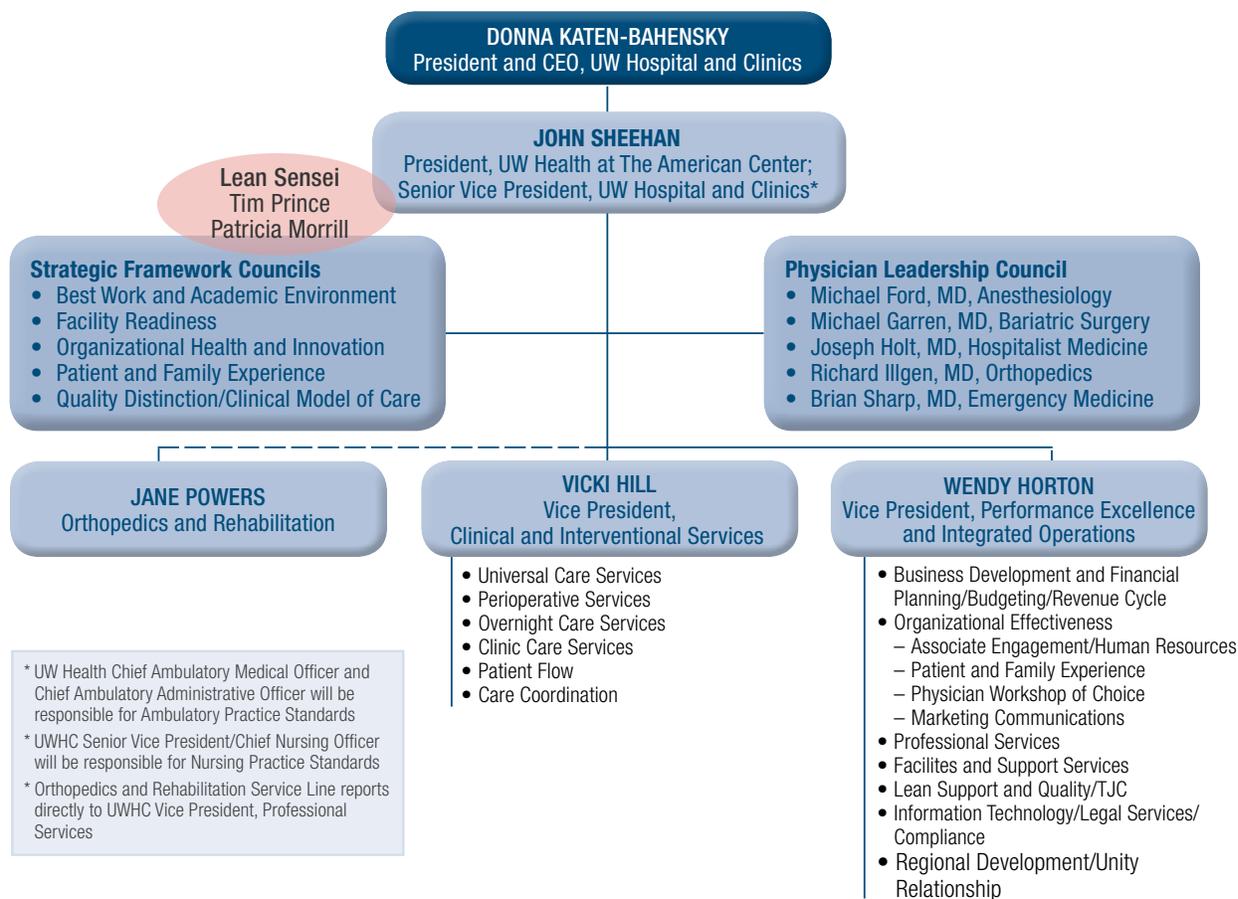


Wendy Horton
Vice President
Performance
Excellence and
Integrated Operations

Prior to her current position, Vicki served for 15 months as Associate Director for the Department of Radiology at UW School of Medicine and Public Health, and before that held the UWHC positions of Director, Electronic Health Record Implementation; Director, Inpatient Rehabilitation; and Director, Speech Pathology and Swallowing Disorders.

Vicki received her bachelor of science in communicative disorders from UW-Madison

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Hill and Horton (cont'd)

and her master of science in speech and language pathology from Marquette University. She also holds a master of

business administration from UW-Madison.

Wendy Horton also is not a stranger to UW Health or to daunting professional challenges. She will take on another on July 1, when she assumes the post of Vice President for Performance Excellence and Integrated Operations at UW Health at The American Center. Her responsibilities there

We have an incredible opportunity to innovate and make important enhancements to enrich the care we provide to the patients, families and the communities we serve. I look forward to working together to execute a robust program development strategy to position The American Center and UW Health for success.

--Wendy Horton

will center on business development and planning, regional development, coordination with Unity Health Insurance, financial forecasting and budgeting and organizational effectiveness for the patient and family experience and Lean process improvement.

Wendy's tenure with UW Health began in 2005 as Technology Assessment Program Manager and Clinical Pharmacist.

In June 2009, she assumed the newly created position of Director of Program Development in the UW Department of Surgery. Her leadership has helped the department to recruit outstanding new faculty, expand regional outreach and grow surgical business across multiple subspecialties, including vascular, general, plastic and reconstructive, transplant, ear

The American Center offers us the rare luxury of starting with a clean slate and redesigning the entire experience from the time patients enter the building until they leave our care. If we succeed, the innovative ideas we put in place at The American Center will have the potential to benefit all of UW Health.

--Vicki Hill

doctor of pharmacy degree from the University of Utah. She will complete her master of business administration at UW-Madison in 2015.

nose and throat, and pediatric surgery. Known for her approachable style, business acumen and disciplined work ethic, Wendy has been instrumental in helping the department of surgery to reach its strategic goals.

Wendy received her bachelor of science in pharmacy from Oregon State University, and her