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Hospital Appoints Jae Dale, CEO

Watsonville, CA (April 21, 2009) – Local healthcare executive Jae L. Dale has been named Chief Executive Officer (CEO) of Watsonville Community Hospital (WCH) effective April 1, 2009.

Dale has more than 20 years' leadership experience in healthcare-related operations, finance and planning. Hired as the hospital's Chief Financial Officer three years ago, he has served as Interim CEO since April 2008.

"I'm excited about continuing to serve the community where I live," said Dale. "My main priority, as it has been all along, is to continue promoting quality, local healthcare. WCH has excellent physicians, modern equipment and very dedicated and caring staff. There is no reason community residents should need to travel elsewhere for good medical care."

"We're pleased to have Jae appointed as CEO. In the past year, he's worked to create a culture of collaboration and cohesiveness with the Board, physicians and staff", said WCH Board Chair Lynn Miller. "His strong finance background and sense of community are great assets."

Prior to joining WCH, Dale was Vice President of Strategic Planning, Business Development and Finance for St. Louise Regional Hospital in Gilroy, California. He also has served in many executive healthcare positions including Long Term Care (LTC) Regional Manager and Administrator, LTC Corporate CFO, and Senior Hospital Finance Analyst.

Dale earned a Bachelor of Arts in Hospital Administration and Finance from Concordia College, Moorhead, Minnesota. He is scheduled to complete his second Masters (MBA) from California State University, Stanislaus this fall.

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