



NEWS RELEASE
For Immediate Release

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St. Luke's Wood River CEO Moving to St. Luke's Magic Valley

KETCHUM, ID – (April 1, 2010) St. Luke's Health System announced today that Bruce Jensen, CEO of St. Luke's Wood River Medical Center will be relocating to Twin Falls to serve as the interim Vice President of Operations, a new position with primary responsibility for transition planning for the new St. Luke's Magic Valley Medical Center which opens June 2011.

"Bruce's experience and expertise in health care operations will be critical for the successful and smooth transition that Magic Valley is undertaking with their move to a new facility," said St. Luke's Health System President and CEO David C. Pate, M.D., J.D.

Jensen has been the CEO at St. Luke's Wood River for more than eight years and has celebrated much success bringing the community hospital to where it is today.

Jensen has successfully expanded and more closely aligned the medical staff with the hospital; reduced the turnover rate with employees from 29 percent to 10.9 percent; led efforts to create the Women's Imaging Center in Ketchum; newly integrated operating room suites; and most recently celebrated the opening of the Hailey Clinic.

"We are grateful that Bruce and his management team have positioned the hospital so well for the future and have developed a hospital for which the community is justifiably proud," Pate said.

John Kee, former CEO of St. Luke's Magic Valley has accepted the role as CEO of St. Luke's Wood River. Kee's experience as the CEO of Magic Valley and ongoing leadership of Physician Services for the Health System will well serve the future development of St. Luke's Wood River.

St. Luke's Wood River is a federally recognized 501(c) (3) not-for-profit community hospital, committed to providing health care to those in need regardless of their ability to pay.

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