

Up Close with Dr. Rhonda Webb



A Very Happy Sob Story

When asked how she came to be the CEO of Pagosa Springs Medical Center, Dr. Rhonda Webb laughed, “Are you ready for the sob story?” Only this ‘sob’ story is more like a dream for the team at PSMC. Dr. Webb completed her undergraduate degree and medical school in Shreveport, Louisiana and was a nephrologist for 15 years before she decided to change course, “Being a nephrologist means a lot of intensive care and night work, so I decided to do general and internal medicine part time to be home more with my kids,” she explained. At that time she also worked as the Medical Director of Patient Safety and Quality.

In 2010, Dr. Webb and her orthopedic husband, Dr. Bill Webb decided to buy a home in Pagosa Springs after she had visited there with a friend, “We thought that it would be good to purchase a home there for retirement, and to encourage our two boys, when they were older, to come visit us due to their love of skiing.” Now enter former CEO of Pagosa Springs, Brad Cochennet, into the “sob story”, who had expressed to mutual friends in 2013 that he was wanting to hire an orthopedic surgeon and doctor who understands quality reporting. Word travels fast and before she knew it, Drs. Webb were meeting with Brad to learn more about Pagosa Springs Medical Center, “We talked quite a while and before we left, Brad made us an offer. I got over it. My husband did not.” Apparently, Dr. Bill Webb was enamored with the Pagosa Springs opportunity, and as one might predict, they accepted the offer and in 2014, moved to Pagosa Springs. She hit the ground running and soon became the Chief Medical Officer, “I learned a lot about rural healthcare in one weekend,” Dr. Webb explained, “Where I practiced in Louisiana, I could order an electrocardiogram whenever I needed one. My first 4th of July there, I was told that I could only order one on Tuesdays. I definitely got a taste of the challenges rural healthcare faces.”

Dr. Webb became CEO January 1, 2018 and when asked what has surprised her so far about her new role, she laughed and said, “That I took the job!”. Then she smiled and shared how wonderful the support has been from the PSMC staff and the Pagosa Springs community, “My goal this year and onward is to continue to provide quality healthcare to the community, the visitors and the surrounding areas.”

In her free time, the Webb family likes to bike, hike, ski and travel. They recently traveled to Machu Picchu, Peru.

And so the story ends quite happily, and with a hearty welcome from all of us at Western Healthcare Alliance!

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