



Up Close with Jennifer Sadoff

“Moab is a tiny town in the middle of nowhere and the hospital is the largest employer,” said Jennifer Sadoff, CEO at Moab Regional Hospital. “It has the most resources and the opportunity to make the biggest impact.” Jennifer has been in Moab for 18 years. She is an only child who grew up in Larkspur, Colorado, a small town about 11 miles north of Castle Rock. She has a Bachelor of Arts degree in fine arts and art education and worked for a nonprofit in Moab called the Youth Garden Project. Their mission is to cultivate healthy children, families and community through educational programs that foster sustainability and life skills.

Jennifer’s first experience with the complexities of healthcare happened when her father became ill. She moved him to Moab and helped him navigate the confusing healthcare system, “I was inspired to pursue healthcare as a career and began looking at MBA programs, but as the executive director of a busy nonprofit and the mother of a four-year old daughter, I quickly realized that my healthcare aspirations were on hold.” Not too long after that, however, she saw a marketing position become available at the hospital and thought it could be an opportunity to enter the field, especially with her marketing and fundraising skills. She interviewed and got the job. Shortly after accepting the role, the hospital entered a period of financial crisis. “I used the connections I already had in the community to lead fundraising campaigns and helped bring in necessary donations to fund programs,” added Jennifer. But even with the added community support, the hospital was still unstable. “We had four CEOs in three years and I remember that board meeting with the board members looking around the room at senior staff and asking the question, ‘Who will be the interim CEO?’ Jennifer raised her hand. That was three and a half years ago.

“What I enjoy most about being the CEO is working with people to improve our programs and services for the betterment of the community,” said Jennifer. “The role of a hospital has evolved and it’s so much more than treating ailments, disease and broken bones; it’s now about improving the health of the community through education and prevention,” she adds. “Just like my role at the Youth Garden Project, community health is about teaching life skills and empowering people to make choices that create a better quality of life. It’s really exciting!”

Another exciting thing you may not know about Jennifer is that she is the founder of the Moab Pumpkin Chucking Festival. She started it in 2009 and you can now read about it in the Guinness Book of World Records, after a participant set the record for the farthest pumpkin shot, reaching over a mile. In her free time, Jennifer enjoys gardening, raising chickens (she led the charge to enable citizens to do that within the city limits), skiing, and hiking with her 13-year old daughter.

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