30 YEARS OF COLLABORATION

Western Healthcare Alliance

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Western Healthcare Alliance Names New Chief Executive Officer
Angelina Salazar Appointed by the Board of Directors, January 9, 2019

Grand Junction, CO, January 14, 2019 – Western Healthcare Alliance (WHA) is pleased to announce the appointment of Angelina Salazar as the new Chief Executive Officer. Ms. Salazar replaced Carolyn Bruce, who retired in July 2018. Ms. Salazar originally joined the WHA team in 2016 as the Vice President of Outreach and Communications. She has over 10 years of rural healthcare leadership experience and a passion for helping rural healthcare leaders succeed.

Ms. Salazar commented, "I am excited and humbled to be chosen as the new CEO of WHA and thank our Board for the opportunity. This year we celebrate 30 years of collaboration with our rural members and I look forward to leading WHA into the future."

Ms. Salazar possesses two Master of Arts Degrees in Curriculum Development and Psychology as well as a certification in mediation and conflict resolution. She began her career as a language teacher and soon found herself in the world of nonprofits, quickly advancing from outreach coordinator for American Farmland Trust (AFT) to regional development director. She went on to fulfill the role of station manager for Rocky Mountain PBS serving western Colorado. After many years of developing programming and support, Ms. Salazar was recruited to enter the realm of healthcare where she was hired at Family Health West to market and develop support for the new hospital in Fruita.

"We are fortunate to have someone of Ms. Salazar's caliber and experience to lead WHA," said WHA Board Chair Jim Coombs. "We are at a critical time in healthcare and need renewed leadership to successfully implement strategy and take advantage of the market opportunities ahead. She is a strong communicator who is customer focused and we are lucky to have her to lead WHA into the future."

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Western Healthcare Alliance (WHA) began in 1989 when a small group of rural Colorado hospitals decided that there was power in numbers. Today, WHA celebrates 30 years of collaboration with 30 healthcare members in Colorado and Utah. A subset of WHA members own Healthcare Management (HCM), a sister company of WHA, that provides revenue cycle solutions to healthcare entities. In 2015, WHA formed the Community Care Alliance to provide a population health infrastructure for rural hospital and provider communities to learn and succeed in the new healthcare environment. Developing and managing a menu of over 45 member-owned and partner programs, WHA saves members money that helps them remain sustainable and viable in their communities.

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