

NEWS RELEASE

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Lawrence J. Massa Named President and CEO of Minnesota Hospital Association

WILLMAR, Minn. (July 30, 2008) – The Minnesota Hospital Association (MHA) has selected Lawrence (Lorry) J. Massa to be their next President and Chief Executive Officer (CEO). Massa will assume the MHA’s top position in mid-October. Massa has been the current CEO of Rice Memorial Hospital, Willmar, Minn., since January 1994. He has served on the MHA Board of Directors for the past nine years.

“I am tremendously excited to be named by my peers for this position. I believe that my experience in public service, and as a hospital executive, makes me well suited for this new position,” said Massa. “It’s a great honor for me to lead an organization like this at such a critical time for Minnesota’s hospitals.”

Prior to coming to Rice, Massa served as the CEO of the Hamilton County Public Hospital in Webster City, Ia. He also served as a Regional Vice President for Westworld Community Healthcare, Inc. Under Governor William J. Janklow, Massa served as the Secretary of the South Dakota Department of Health. Massa received a Bachelor of Science degree in Business Administration from the University of South Dakota, and a Master of Science in Business Administrative Services from Iowa State University.

Massa is an active member of the Willmar community as well as the professional health care community. He is a Fellow in the American College of Healthcare Executives. He has served as a Board member and as Chairman of the Board of the Willmar Lakes Area Chamber of Commerce, Mainstreet Willmar, and the Willmar Lakes Rotary Club.

Massa and his family will be moving to the Twin Cities area this fall. “It’s very difficult for me to leave Rice,” he said. “It’s been a privilege for me to lead this organization and work with the many fine individuals here.”

Massa has been recognized for his work in the healthcare industry, receiving the Minnesota Hospital Association’s Spirit of Advocacy Award in 2002, and the Stephen Rogness Distinguished Service Award in 2006. He was awarded the Heart of Minnesota Award by the Health Care Auxiliaries of Minnesota in 2005, and was recognized by the American Hospital

Association as a “Grass Roots Champion” for his advocacy work on behalf of Minnesota hospitals.

Located in St. Paul, Minn., the MHA is a trade association representing 145 hospitals and health systems. Alan Goldbloom, M.D., president of Children’s Hospitals and Clinics of Minnesota and MHA’s board chair, announced, “The MHA executive committee selected Lorry from a strong field of candidates because of his unique blend of experience as a health-care executive in the Upper Midwest. He has a deep understanding of hospital issues and a strong commitment to statewide, collaborative efforts to enhance patient safety, improve the quality of patient outcomes and develop greater transparency.”

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