

FOR IMMEDIATE RELEASE

Caroline Fienga
Media Specialist
440-816-6723 (office)
216-299-7727 (cell)
cfienga@swgeneral.com

Bradley W. Rauh Appointed as Chief Operating Officer of Southwest General

Middleburg Heights, OH (Tuesday, Oct. 14, 2014) –Thomas Selden, FACHE, president and chief executive officer, Southwest General, has appointed Bradley W. Rauh as his chief operating officer for the 350-bed hospital system, effective Tuesday, Oct. 14, 2014.

Mr. Selden noted that Brad Rauh is a seasoned executive with nearly 23 years of senior level health care operations experience, having most recently served as the vice president of Physician Strategies at Southwest General since Nov. 2010. Immediately prior to coming to Southwest General in 2010, Brad had served as chief operating officer of the Cleveland Clinic Regional Hospitals

“Since joining my executive team four years ago, Brad has brought a tremendous amount of expertise to the hospital’s physician alignment strategies and physician recruitment as well as his role in our hospital system operations, including executive oversight of the hospital’s clinical laboratory and radiology functions,” said Mr. Selden. “I have been honored to have Brad as part of my Executive Leadership Team because of his results orientation and his demonstration of being a great team player on a strong Executive Team. Also, I am pleased that he will help us continue Southwest General’s tradition of success and delivery of nationally recognized care in his new capacity.”

In addition to his current areas of responsibility, Brad will have administrative responsibility for the areas of Patient Care Services, Patient Safety and Quality plus Marketing & Business Development.

Brad joined Southwest General after an extensive career with the Cleveland Clinic, where he served from 2009 to 2010 as chief operating officer for the Cleveland Clinic Regional Hospitals and from 2005 to 2009 as senior vice president of Business Development for the Cleveland Clinic Regional Hospitals. From 1991 to 2004, he was senior vice president of Business Development at The MetroHealth System.

Brad resides in Hudson with his wife, Debbi. They have two grown daughters, Sarah and Lisa. He is a graduate of Hillsdale College, where he received his Bachelor of Arts, Summa Cum Laude, in Economics and Business Administration.

About Southwest General

Southwest General is a private, not-for-profit, 350-bed acute care facility located in Middleburg Heights, Ohio. Founded in 1920, Southwest General is home to nationally recognized physicians with full access to state-of-the-art technology. Southwest General has a deep commitment to providing personalized care and building a healthy future for the patients, families and communities it serves. For news highlights, events and additional information, visit www.swgeneral.com or www.facebook.com/SWGeneral.