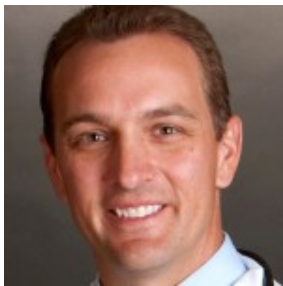


# Barton's new CEO to focus on prevention over 'sick care', along with challenges of ACA

By Kathryn Reed

One of the biggest differences between the incoming CEO at Barton Health and the outgoing leader is actual medical experience.

Clint Purvance, who takes over the top job Nov. 1, is a doctor by training. John Williams, who will depart after the first of the year, is a businessman. Williams, 70, has had the job since November 2006.



Clint Purvance

“As a CEO with a physician background, I understand the importance of the doctor-patient relationship and the value of being a partner in my patient’s journey to better health,” Purvance told *Lake Tahoe News*. “I will continue to focus on the doctor-patient relationship with the goal that all our providers not only offer high-quality medical care but thoughtful and compassionate care as well. I envision my role to lead our outstanding team of staff and physicians in partnership with the community to improve our population’s overall health and wellness.”

Purvance, 45, has spent his entire career at Barton, having

started in 1999. He attended the University of Nevada School of Medicine in Reno and completed his emergency medicine residency training at University of Michigan. For the past eight years he has been chief medical officer for Barton Health.

“The chief executive officer’s primary role is to provide thoughtful oversight and guidance for the entire organization. As the chief medical officer, I focused on the delivery and quality of patient care. This ranged from expanding medical services to meet our community’s needs to improving quality and safety standards,” Purvance said. “In my new role as the CEO, I will have the greater responsibility of considering and interacting with all facets of the organization. I will work closely with the board, staff, and physicians as we strive to deliver safe, high quality care to our patients. I will also work in partnership with the community to improve overall health and wellness.”

His goal is to put a greater emphasis on wellness and injury prevention in order to improve the health of the community as a whole.

“The Affordable Care Act continues to bring changes to our health care system and other systems across the nation. In particular, we are seeing increases in regulatory demands and reductions in reimbursements, which continue to be reduced each year, and still need to provide high quality and compassionate care,” Purvance said. “The desire to decrease costs, provide timely and appropriate care, and give a high quality experience for our patients is a balancing act. Our nation’s ‘sick care’ model where we treat patients at the time of illness or injury is fading as we shift our focus to wellness and prevention and making sure our patients receive the appropriate level of expertise with the appropriate level of care they need. This new model continues to evolve, which can be challenging and unpredictable.”

He was instrumental in getting the hospital to be a level three trauma center. He said the designation has allowed for expanded emergency care locally, which was lacking in such a remote location.

Purvance will be in charge of 900 full- and part-time employees, as well as being tasked with working closely with approximately 160 medical and allied providers.

The patient count at the hospital has been declining through the years. In 2005, the count was 86, in 2006 it was 60 and now it is 20. Officials said at times it reaches 40 patients per day. Net revenues for Barton Health are about \$150 million.

Barton Health would not release Purvance's salary and benefits package. Barton's 2013 tax return, the last available, shows him making \$391,481 a year and Williams earning \$465,121. Those figures do not include benefits.

The goal is to fill the chief medical officer position by the end of the year. Purvance said he would be looking for someone with a "background in clinical excellence and a passion for providing exceptional care to our diverse patient population."

Purvance will be responsible for both jobs starting Nov. 1. Williams is staying on board a few months to help with the transition.

The Barton board conducted a nationwide search for the CEO job. The recruiting team included staff, physicians and board members. Six people were interviewed. Purvance and another finalist met with a broader panel of staff, physicians and the board of directors.