Written by Erin Lounsberry
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Trinity Regional Health System's Board of Directors has announced the appointment of Richard (Rick) A. Seidler as Trinity's new President and Chief Executive Officer, effective June 1. Seidler will replace interim President and CEO Tom Tibbitts who will remain as a Trinity system development consultant through the end of the year.

Seidler has been President and CEO of Allen Memorial Hospital in Waterloo, Iowa, for the past 12 years. Prior to joining Allen in 1998, Seidler served as CEO of Davenport Medical Center, a 150-bed hospital which was later acquired and relocated by Trinity Regional Health System, and is now known as Trinity Bettendorf. He was a resident of the Quad-Cities for five years during that leadership tenure.

Both Allen and Trinity are senior affiliate hospitals of Iowa Health System, based in Des Moines.

With more than 30 years of executive health-care experience, Seidler has held senior leadership positions in both nonprofit and investor-owned health care organizations in California and Iowa.

“Rick’s experience and credentials make him an outstanding choice for Trinity,” Trinity’s Chairman of the Board Linda Newborn said. “We welcome Rick back to the region where his experiences at Allen and Iowa Health System have prepared him well to lead Trinity into the

future.”

Trinity’s former President and CEO and currently the President and CEO of Iowa Health System, Bill Leaver said of Seidler: "Rick has been a dedicated and talented leader at Allen for 12 years. Rick’s leadership skills and commitment are evident to all who meet him.”

During Seidler’s tenure, Allen established itself as the health care leader in heart, vascular and emergency care for the Cedar Valley region. Seidler oversaw a $47 million expansion project for a new emergency department, heart and vascular center in 2009, a new birthing center in 2004 and a 135,000-square-foot ambulatory medical-service mall in 2000, which recently completed a $10 million expansion.

"I am very enthusiastic about this opportunity to lead Trinity,” Seidler said. “I am encouraged by what is happening in the community. I’m also excited by what I know is happening at Trinity, with its outstanding patient outcomes. Trinity has a culture of committed employees, outstanding physicians and high-quality care.”

Rick also has served in several senior executive positions, including Summit Medical Center in Oakland, Calif., and St. Joseph’s Medical Center in Stockton, Calif. He earned his Bachelor of Business Administration and Master of Business Administration degrees with a concentration in health care administration from the University of Miami in Florida.

A member of many civic and professional associations, Seidler is past chair of the Waterloo Chamber of Commerce and helped create the Greater Cedar Valley Alliance. Seidler is a Fellow and Regent of the American College of Healthcare Executives and is a board member and past chair of the Iowa Hospital Association, representing all 117 hospitals across Iowa.

Seidler and his wife, Nancy, have two grown children. They will relocate to the Quad-Cities this summer.

About Trinity Regional Health System

Trinity operates four full-service hospitals in Rock Island and Moline, Illinois, and Bettendorf and Muscatine, Iowa, with a total of 595 licensed inpatient beds and 11 hospice beds, as well as 27 primary care and specialty clinics with 70 employed physicians. Trinity also operates Trinity Visiting Nurse and Homecare Association, Trinity Home Care Products, the Robert Young Center for Community Mental Health, Trinity College of Nursing and Health Sciences and Trinity Osteopathic Family Practice Medical Residency Program. Trinity is a senior affiliate of Iowa Health System, the state's first and largest integrated health system that serves the health-care needs of one in three Iowans.

Trinity's leadership in quality and service excellence has helped earn Trinity top industry awards for patient safety, excellent outcomes and cost control. Trinity's Five-Star-rated heart program is ranked in the top ten percent of heart programs in the United States. Trinity also recently became the first bi-state hospital to earn Magnet™ status from the American Nursing Credentialing Center, placing Trinity in the top five percent of all U.S. hospitals as a center for nursing excellence.

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