



102 of 111 DOCUMENTS

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HEADLINE: Peterson Named Hopkins President Acting Hospital Head Assumes Permanent Post

BYLINE: By Angela Zimm; Daily Record Business Writer

BODY:

Johns Hopkins Health System took another step toward rounding out its administrative changes with the appointment yesterday of Ronald R. Peterson as the 10th president of Johns Hopkins Hospital.

Peterson, who began his administrative career at the prestigious academic hospital in 1973, was appointed acting president of Hopkins Hospital and Hopkins Health System in September, filling the position vacated by Dr. James A. Block, who resigned last August as CEO and president of the hospital and the Johns Hopkins Health System.

Peterson is also president of Hopkins Bayview Medical Center, a position he's held since 1984.

"I think this is confirming the obvious. He is the best person to run the Johns Hopkins Hospital," said Dr. William R. Brody, president of Johns Hopkins University. "He's a very seasoned executive."

The search continues, however, for a new chief to head up Johns Hopkins Medicine -- the new organization formed last February that merges the Johns Hopkins Health System and School of Medicine.

Under the restructured organization, the new leader will serve as both dean of the medical school and CEO of the health system. Block's resignation last summer largely stemmed from this change in governance, which would have diminished his management standing. Hopkins officials said that they anticipate making an appointment sometime during the first quarter next year. "We're looking quite wide and long," said Brody, who currently serves as interim CEO of Johns Hopkins Health System. Dr. Edward D. Miller Jr., currently serves as interim dean of the Hopkins medical school.

As chief hospital administrator for the Hopkins Health System, Peterson said he plans to focus his efforts on reducing the health system's high medical cost structure, improving the "customer service" aspect of quality care and meeting the challenges of a competitive managed-care environment.

"On a grander scale, we will focus on transferring capability from a hospital-centric system to an integrated delivery system," Peterson said. "The realization is a need for more interaction with primary care."

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