

TO MEDIA:

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EXCELA HEALTH BOARD OF TRUSTEES WELCOMES NEW MEMBERS

GREENSBURG, PA, November 7, 2011 ... Excelsa Health welcomes four new members to its Board of Trustees. They are Aster Assefa, MD, Barbara C. Hinkle, Brother Norman W. Hipps, OSB, and Nir Kossovsky, Speaking on behalf of the Board of Trustees, James R. Breisinger, board chair, said, "our newest trustees bring diverse skills, talents and experiences that enhance the Board's ability to provide the best possible stewardship, oversight and governance to Excelsa in today's turbulent health care environment." Noting that all the trustees share a deep commitment to high quality, value driven community health care, Breisinger said the board embraces Excelsa's core values: We put patients first; We have a passion for quality; We work as a team; We act with the highest levels of integrity and honesty, and We are good stewards of our financial and community resources. Likewise, the trustees support the health system's mission and vision, and the senior leadership team's strategy for achieving them.

Aster Assefa, MD, a family medicine physician, has been in practice for more than 15 years. Since 2002, she has served the Mount Pleasant area, with privileges at Excelsa Frick Hospital.

“I have a true passion and commitment to improve the quality of health care by sharing the patients' and physicians' perspective with my colleagues,” she said. I also have the eagerness to learn and work with the other very accomplished board members and members of the health system’s management team. In doing so, I hope to help Excelsa Health remain a viable and leading health care system in western Pennsylvania, despite the many challenges ahead of us.”

A graduate of the UPMC McKeesport Family Medicine Residency program, the North Huntingdon Township resident received her medical degree from Martin Luther University, Hale-Wittenberg, Germany, where she worked as a general practitioner in Frankfurt prior to emigrating to United States. Board certified in Family Medicine, she is a member of the American Academy of Family Physicians, the PA Medical Society and the Westmoreland County Medical Society. Within the Excelsa Health Medical Staff, Dr. Assefa has served as a member of the Professional Practice Evaluation Committee, the Strategic Planning Committee, Frick Hospital’s physician advisory committee, and as part of a special project to address the prevalence of diabetes in Excelsa Health’s service area.

Barbara Hinkle is Vice President for Enrollment Services and the Registrar at Seton Hill University in Greensburg. She has been employed at Seton Hill for 35 years and served as Assistant Professor of Mathematics and Computer Science prior to her present position. She worked previously as the computer systems analyst for the West Virginia University Library and as adjunct mathematics instructor for various colleges. Her formal education includes Bachelor of Arts and Master of Science degrees in mathematics from West Virginia University and postgraduate studies in advanced topology and computer languages.

"Public service is important to me, something I consider as my duty," noted Hinkle. "Excelsa Health has offered me an opportunity to serve in providing an essential community resource, its health care system, and I am eager to participate."

Hinkle served on the Greensburg Salem School District Board of Directors from 1981 through 2009, including 16 years as its president; and on the Greensburg Recreation Board and the Westmoreland Intermediate Unit Board for a number of

years. She also previously served Excelsa health on a governing board for subsidiary operations that has since been absorbed into the trustee areas of oversight.

"I will work diligently on the Excelsa board to make sure Westmoreland County is served in the best way possible to meet the health care needs of every resident."

Brother Norman W. Hipps, OSB, president of Saint Vincent College, Latrobe, approaches his role as health system trustee from many vantage points. He is the fourth president of the college to serve in this capacity: Father Cecil G. Diethrich, OSB, Father John Murtha, OSB and James Will were all members of Excelsa Latrobe Hospital's board of directors during their tenure.

"I am proud of the leadership role they took in providing for the health needs of our community and pleased to continue the tradition," he noted. For Brother Norman, a portion of that community is easily defined: 100 monks, 500 employees and 2,000 students on the Saint Vincent campus – for whom he is responsible. "Any role I can play in seeing to their health care both now and in the future is valuable."

Prior to being named college president in July 2010, he served as Executive Vice President; Dean of The Herbert W. Boyer School of Natural Sciences, Mathematics, and Computing, and Associate Professor of Mathematics. As Dean, Brother Norman established partnerships with Excelsa Health to offer a Master's Program in Health Sciences, including advanced degrees in Nurse Anesthesia and Health Care Leadership; and the Applied Physics Laboratory at Johns Hopkins University to introduce a major in Bioinformatics and a Biotechnology Outreach Program for local high schools.

"The Excelsa Health School of Anesthesia provides an excellent opportunity for our faculty to teach beyond the undergraduate level," he said. "And its reputation is attractive to prospective students, with 250 candidates applying for 35 slots."

The Kennametal Center for Operational Excellence (KCOE) at Saint Vincent is another area in which the college and Excelsa Health collaborate. The health system has adopted the continuous improvement methodology espoused by KCOE, and regularly utilizes the KCOE expertise to advance these principles across Excelsa Health.

Practicing what KCOE advocates, Brother Norman served as the Chair of the Steering Committee for the Monastery Run Improvement Project, a stream restoration and environmental education initiative for southwestern Pennsylvania, and on the Steering Committee for the Loyalhanna Mine Drainage Coalition, a collaboration of more than 70 members dedicated to improving abandoned mine drainage in streams of the Loyalhanna Watershed. In addition, he served as the Higher Education Team Leader of the Math Science Partnership of Southwestern Pennsylvania, a seven-year, (2003-2010) \$18 million program funded by the National Science Foundation that focuses on improvement of student (K-16) achievement in mathematics and science.

Brother Norman has served as Principal Investigator for a project Saint Vincent College has undertaken with the National Science Foundation through its Science, Technology, Engineering and Mathematics Talent Expansion Program to increase the number of students who enroll and successfully graduate in the fields of biochemistry, bioinformatics, biology and biotechnology by providing scholarship assistance and ongoing academic support.

A member of the faculty since 1972, he has held many administrative roles at the college including Provost, Academic Dean, Director of the Opportunity Program, campus minister and director of Project Headway.

He has been involved with a number of community outreach programs, including the Small Business Development Center, Drug and Alcohol Prevention Projects and BRIDGES, a college-school-business partnership to improve mathematics and science education. Many of these programs also have been in partnership with Excelsa Health

Brother Norman is a 1961 graduate of Saint Vincent Preparatory School. He received a Bachelor of Arts degree in Philosophy from Saint Vincent College in 1966. He holds both a master's and doctorate in mathematics from Northwestern University and is a member of the American Mathematical Society and the Mathematical Association of America.

Nir Kossovsky, MD, is an authority on business process risk, reputation and enterprise value. He is chief executive at Steel City Re, LLC in Pittsburgh, a provider of headline risk mitigation solutions. He is also executive secretary of Intangible Asset

Finance Society, the premier organization for operations executives, and edits the Society's *Mission: Intangible* blog. A seasoned speaker, he is widely published, having authored more than 200 articles and several books on topics ranging from reputation, risk finance and intellectual property licensing to bioengineering, medical devices and neuroanatomy.

He served on the boards of Patent & License Exchange, and Littlearth, Inc.; was a consultant to FDA's medical device advisory panels; and is featured in case studies from Harvard and Darden Schools of Business.

"Excela Health has embarked on an ambitious five-year plan to deliver world-class community-based health services," noted Dr. Kossovsky. "I am honored that Chairman James Breisinger and the other Trustees have invited me to contribute to this effort my expertise in process controls, quality and reputation management."

Dr. Kossovsky graduated from the University of Pittsburgh with a degree in Philosophy. He completed medical school at the University of Chicago, Pritzker School of Medicine with continuing study in Pathology at Cornell University Medical Center and New York Hospital. He is also a Fellow of the American Cancer Society, having trained at Memorial Sloan Kettering Cancer Center in New York.

Dr. Kossovsky was a tenured member of the faculty of the UCLA School of Medicine, Chief of the UCLA Medical Center's Autopsy Service and a Deputy Coroner in Los Angeles County. During this time, he earned an MBA from University of Southern California.

A 2002 graduate of the US Navy War College, he also served as a captain in the US Navy Reserve until his discharge in 2006.