



Northwest Medical Center

A Tradition of Community Healthcare

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For Immediate Release:

NMC Board Chair Serena Naylor Receives Governance Excellence Certificate

BRANSON Mo. — The Missouri Hospital Association has awarded a Governance Excellence certificate to Northwest Medical Center Board Chair, Serena Naylor, to acknowledge her completion of its new voluntary educational program for hospital board members. Serena was honored Thursday, June 12, at the MHA Leadership Forum in Branson, Mo.

“Northwest Medical Center has an outstanding Board of Directors, and Serena provides them with strong leadership through her subject matter expertise, her insistence that we be a world class organization and her entrepreneurial vision for solving complex problems in our hometowns,” says NMC President and CEO, Jon Doolittle. “Her great curiosity and work ethic have allowed her to earn this certificate in Governance Excellence and to become an even stronger member of our Board. We appreciate her leadership and her work.”



The Governance Excellence Certificate Program was launched in 2011 to enhance hospital trustees’ skills and provide them with increased knowledge of issues in hospital governance to help them make effective decisions for their organizations.

“Hospitals are complex organizations,” said Herb B. Kuhn, MHA president and CEO. “To add value to decisions about hospital operations and support a hospital’s work in the community, a trustee must have a thorough understanding of a range of responsibilities in governance practices and the integration of the hospital’s mission and values. The Governance Excellence Certificate Program is designed to expand trustees’ knowledge base and provide enhanced decision-making skills.”

To complete the certificate program, trustees were required to attend a day-long session at MHA’s annual convention in November 2013 and complete six of eight independent study modules. The 28 certificate recipients recognized June 12 serve as trustees at 15 Missouri hospitals.

About: Northwest Medical Center has provided high-quality health services to residents in Northwest Missouri since 1957. Along with five satellite clinics and a full-service home-health agency, Northwest Medical Center continues its tradition of community healthcare utilizing leading-edge diagnostic equipment and boasting one of the top emergency room facilities in the region.



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The Missouri Hospital Association is a not-for-profit association in Jefferson City that represents 153 Missouri hospitals. In addition to representation and advocacy on behalf of its membership, the association offers continuing education programs on current health care topics and seeks to educate the public, as well as legislative representatives, about health care issues.

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