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Broken Clouds

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# SAMC, new name, new management

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Posted: Tuesday, February 4, 2014 10:28 pm

Trisha Maldonado/Douglas Dispatch | **0 comments**
 Posted on Feb 4, 2014  
by [Trisha Maldonado](#)

Southeast Arizona Medical Center's new name is not the only change for the hospital. People's Choice Hospital is officially the new owner of the facility and has changed the name to Cochise Regional Hospital (CRH) as of Jan. 25.

PCH clinical, managerial and technical teams have been actively involved both on-site and from the National Telemedicine Hub in Chicago to identify where all aspects of hospital operations can be enhanced.

On Jan. 24, PCH terminated nine employees including CEO Annie Benson. CRH will also have a new board of directors. The new board members will be from Arizona and a realm of PCH's contacts.

The immediate goal is to determine where new resources are needed and where current processes can be optimized.

"It is difficult to let staff go," said Vice President of Finance Christopher Alise. "We have consolidated some of the positions for the greater good of the hospital."

PCH does not plan to hire any additional staff at this point, but does hope to expand the staff once the hospital is financially stable.

Robi Berry will have a new position as the director of operations and Denise Hurtado will stay on as the chief financial officer.

The highly committed hospital staff has embraced the opportunity to see the time and expertise they have invested brought to new heights.



Trisha Maldonado/Douglas Dispatch

## SAMC, new name management

Robi Berry has been named the r  
CRH. Pictured Robi Berry (left) ar

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urtado (right).

"There is a lot in store alrea

At this point we need to improve the financial state of the hospital and to



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expand the services offered

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One of the major renovation location to what used to be 1

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ergency room location. PCH plans to move the ER from its current

Like many rural hospitals Cf PCH's skilled team of physic

offering telemedicine, connecting patients and care providers on-site with nd provide personalized follow-up.

The infusion of new technol Information System (HIS) h management and informati

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ipoweSystems Electronic Health Record (EHR) and Core Hospital mediate impact on clinical documentation, real-time patient care, risk and HIS systems are technological building blocks for CRH.

As these programs continue ill benefit patients in Douglas and surrounding areas and help lead the financial turnaround of the hospital at large.

"The unified goal of PCH and CRH is to continue expanding services, leverage multiple Health Information Management technologies and build crucial relationships with the physicians, care providers and community's throughout Cochise County," Alise added. "In the coming months, more exiting updates will be unveiled and public announcements made in order to keep everyone apprised of the shared progress. In addition, there are various group events and outreaches in store, which are designed to further connect the CRH team with the community in a fun, festive setting."

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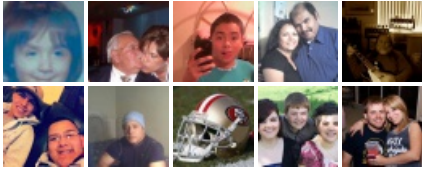
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