



UNIVERSITY MEDICAL CENTER
OF EL PASO

A Second Century of CARE for El Paso

March 27, 2017

Contact: **Ryan Mielke**

Director of Public Affairs

(915) 521-7656 rmielke@umcelpaso.org

(915) 493-5235

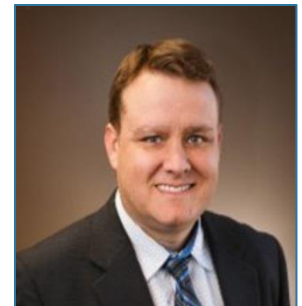
Press Release:

For IMMEDIATE Release

UMC BRINGS JON LAW ABOARD TO SUPPORT STRATEGIC INITIATIVES

EL PASO, Texas – University Medical Center of El Paso’s efforts to update and increase its strategic initiatives got a big boost today with the hiring of Jon Law as UMC’s new Chief Strategic Officer.

Mr. Law is widely recognized in the El Paso healthcare community as one of the foremost strategic minds in modern healthcare, most recently serving as the CEO of PHIX Network, previously known as Paso del Norte Health Information Exchange. While at PHIX, Mr. Law focused on bringing together a unique collaborative of major health care leaders in El Paso to improve the sharing of health information.



“Jon’s experience and expertise as a strategic thinker in healthcare make him an ideal fit for our team, our mission, and our hospital,” said Jacob Cintron, President & CEO. “Throughout our history in El Paso, UMC has been good at understanding how to best strategically serve our ever-growing community. As the needs of our patients, industry and hospital change, our strategic focus must not only be in step but prepared for what’s ahead. I’m confident Jon can help us do that.”

Mr. Law has 24 years of experience serving in the nonprofit sector, including two years as a full-time volunteer at Annunciation House homeless shelters in Cd. Juárez, Chihuahua and El Paso, Texas. He spent 12 years serving the Paso del Norte Health Foundation (PDNHF) in various roles, including Chief Operating Officer and President.

“One of the first things I have been charged with accomplishing is the update of UMC’s Strategic Plan,” said Mr. Law. “My goal is to facilitate the plan in such a way that it is a ‘living’

document and never becomes a book that sits on a shelf waiting for the next update. While I know many staff at UMC, I'm looking forward to getting to know everyone else on the UMC team. Both of my children were born at UMC. After he was born, my son spent two weeks in the intermediate care nursery. Through these experiences, I saw that the organization has many talented and committed employees

"I am also really looking forward to bringing my experience at the Health Information Exchange to UMC. Health Information Technology is a key part of the changing healthcare landscape," he added "I'm hoping that my Health Information Exchange experience will complement other experts on the UMC team to help the organization continue in its efforts to adapt to these changes."

Mr. Law completed his Bachelor of Arts in Political Science at the University of Arizona, and his Master of Public Administration (MPA) at the University of Texas El Paso.

About UMC: For more than 100 years, University Medical Center of El Paso (UMC) has been providing exceptional, high quality care for the entire El Paso region. As El Paso's only not-for-profit, community owned hospital and healthcare system, UMC is home to the region's only Level I Trauma Center. UMC's mission is to enhance the health and wellness of the El Paso community by making high quality, affordable healthcare services accessible to all, while providing healthcare-related education, research and innovation. **Our CARES Values:** Community – Accountability – Respect – Excellence – Safety
For more UMC News, go to: <http://www.umcelpaso.org> (News Releases)

###