



# NEWS RELEASE



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## TORCH Announces TLMI Leadership Awards

**AUSTIN, Texas, September 11, 2012** – During the 2012 TORCH Leadership & Management Institute (TLMI) Conference & Retreat held September 5-6 in Austin, TORCH announced two inaugural leadership awards. Recognizing that in this day and age and in looking towards the future, there is a need for strong, impactful leadership in health care and rural communities. TORCH has designed through the TLMI Program the “Essence of Leadership Award” and the “Leadership Culture Award.” These awards specifically acknowledge health care staff, teams and organizational cultures for their outstanding contribution to their organizations and communities.

David Pearson, President/CEO of TORCH says, “These awards highlight the strong leadership that exists in rural facilities throughout Texas. TORCH is proud to have a hand in developing tomorrow’s rural health care leaders. It helps to ensure that our member hospitals remain a vital and viable resource for rural communities in the years to come.”

TORCH was proud to present three rural hospital staff the “TLMI Essence of Leadership Award”, commending these individuals for their outstanding leadership, service and contribution in healthcare, and who have made a significant impact in their organizations and communities. Nominated by their peers and, this year’s award recipients are individuals who exemplify a strong dedication to the organization’s goals, vision and purpose; exhibit a high level of initiative, interpersonal skills, employee engagement and technical competency; demonstrate a commitment to continual learning and growth; and embody the spirit of teamwork, service and innovation. **John Henderson**, of Childress, received the Essence of Leadership CEO Award. **Larry Price** of Groesbeck and **Holly Holcomb** of Childress, received the Essence of Leadership Staff Award.

At the organizational level, TORCH presented two rural and community Texas hospital teams the “TLMI Leadership Culture Award”, praising these teams for working successfully together for the betterment of the organization, patients and the community they serve. Nominated by their peers and members of their communities, this year’s award recipients are teams that model effective collaboration, communication, and consensus-building; demonstrate the ideal of a service-oriented culture that is focused on measurable results and outcomes; achieve new standards of quality of care, customer service, patient satisfaction, and organizational performance; and embody the spirit of successful teamwork, mutual respect, support and innovation.. The team of **Hill Country Memorial Hospital** in Fredericksburg and the team of **Val Verde Regional Medical Center** in Del Rio, were honored with the Leadership Culture Award.

• **John Henderson** is Chief Executive Officer at Childress Regional Medical Center in Childress, Texas. “His [Henderson’s] commitment to rural health care is evident in everything he

## TORCH, Add One

does. John is fair and open-minded as Chairman of the Board and has led the TORCH membership to accomplish great feats, most notably the passage of the rural physician employment bill,” says Lance Ballinger, MBA, CEO of Ballinger Memorial Hospital and current President of the National Rural Health Association, in his nomination of Henderson. “Under his leadership, the Childress Regional Medical Center has grown dramatically and received many prestigious awards including the TMF Award of Excellence for quality improvement.”

- **Larry Price**, Chief Operating Officer of Limestone Medical Center in Groesbeck, began his career at Limestone as a staff radiology technician more than thirty years ago. “As a result of his ingenuity and hard work, he was promoted to the director of the Radiology Department and was instrumental in adding the CT and MRI components to the department,” says Penny Gray, Chief Executive Officer. “He is respected by the Board of Directors, the staff and myself. We promote the team atmosphere and lead by example.”

- **Holly Holcomb**, Chief Operating Officer of Childress Regional Medical Center, “wears more hats than anyone,” says John Henderson, Chief Executive Officer. “From compliance and risk management to quality and patient satisfaction, she has never refused any assignment, shied away from a challenge or accepted an average outcome. We accomplish things together at CRMCM, but Holly is the catalyst and driver of our improvements.”

- In 2011, **Hill Country Memorial Hospital** in Fredericksburg, set out to build a new values culture. This 650-person team looked to a company widely known for its values culture, Southwest Airlines, and followed suit. A steering committee was formed made of frontline team members from various departments, members from of each level of leadership, two physicians and two patient family members. “We learned remarkable life lessons from these two families and it was important for us to have their input in building our culture. We are eternally grateful for their contributions,” says Steven Sosland, Chief Executive Officer. “Throughout the process, we worked with EACH team member and EVERY department to get input. This allowed us to whittle down to five common values, known as ‘The Remarkable HCM Values,’ shared by the entire team. We have worked to align our values in all aspects of hospital operations. We believe our ‘Remarkable HCM Values’ are the key to our current success and future sustainability.”

- **Val Verde Regional Medical Center** in Del Rio has been serving the community since 1959. Mayor Roberto Fernandez says, “As a native of Del Rio, I can attest to the many transitions it [the hospital] has faced. The past three years under new leadership, our community has witnessed a vast improvement in quality of care, patient satisfaction and employee commitment. The leadership is highly engaged in the community and encourages all its employees to be equally engaged. This has brought a new level of trust for our community and it is evident that the hospital values the community in which it serves.”

# **TORCH, Add Two**

Texas Organization of Rural & Community Hospitals (TORCH) is the voice and principal advocate for rural and community hospitals in Texas. We provide leadership in addressing the special needs and issues of these hospitals. For more information, call 512.873.0045 or visit the web site at [www.torchnet.org](http://www.torchnet.org).

## **About the TLMI Leadership Awards Program**

The TORCH Leadership & Management Institute (TLMI) provides effective leadership and management training to promote the professional and personal development of healthcare executives and emerging leaders in rural and community hospitals in Texas. TLMI was built on the principle that to succeed and remain successful, hospitals must continually engage and invest in organizational development to cultivate the talents of their most important asset—their staff.

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