



Vizient MidSouth and Phoenix name new interim president and CEO

December 14, 2017

ATLANTA, Georgia—William (Bill) P. Senneff, FACHE, has been appointed Vizient MidSouth and Phoenix Health Care Management Services' new interim president and CEO. He succeeds interim president and CEO David McDonald.

Mr. Senneff has over 30 years of executive-level experience in hospital administration, health care performance improvement services and innovative business ventures.

In 2008, he joined Vizient, Inc., the largest member-driven health care performance improvement company in the country, as president of Vizient Gulf States, a geographic network comprised of over 20 health systems in Louisiana, Mississippi and Tennessee. In 2015, he accepted additional leadership responsibilities as executive officer of Vizient West Coast, a 22-member geographic network that includes health systems in Arizona, California, Hawaii and Oregon. Prior to that, Mr. Senneff was chief operating officer at St. Edward Mercy Health (a 4-hospital network) and president at Sparks Health System in Fort Smith, Arkansas. He has also held management positions with Cox Health Systems in Springfield, Missouri, Western Medical Center in Santa Ana, California, and Humana Hospital in Anaheim, California.

Throughout his career, Mr. Senneff has led the successful startup of a regional purchasing coalition and recorded the best overall financial performance in Vizient Gulf States' 30-year history. Additionally, he has led the successful turnaround of a health care system that produced \$47 million in financial performance improvements.

"I am excited about this opportunity and look forward to working with both the Vizient MidSouth and Phoenix teams. Meeting our members' needs is the ultimate team sport, and I believe we can help our members be successful by providing solutions and expertise to help them deliver cost-effective care to the communities they serve," Mr. Senneff said.

About Vizient MidSouth

Vizient MidSouth is a membership alliance for not-for-profit health care providers that exists to ensure its members deliver cost-effective care by connecting them with the knowledge, solutions and expertise that accelerate performance. Learn more at vizientmidsouth.com.

About Phoenix Health Care Management Services, Inc.

Created by Vizient MidSouth members, this separately owned organization exists to create and deliver innovative services and solutions to enhance economic and operational performance of health care providers and organizations. Learn more at phoenix-healthcare.com.

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