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FOR IMMEDIATE RELEASE

**POPLAR BLUFF REGIONAL MEDICAL CENTER APPOINTS LARRY RODGERS CHIEF EXECUTIVE OFFICER**

**Poplar Bluff, MO – March 21, 2016** – Larry Rodgers has been appointed Chief Executive Officer of Poplar Bluff Regional Medical Center effective April 11, 2016. Previously, he served as CEO of 167-bed College Station Medical Center in College Station, Texas.

“Coming home to Missouri to lead Poplar Bluff Regional Medical Center is an opportunity I’ve hoped for,” Rodgers said. “The physicians and employees here have created a place where patients know they can come for quality, safe care, and I’m honored to support their work.”

Rodgers has over 10 years of hospital administration experience. In his most recent role with College Station Medical Center, he provided leadership in the launch of new and enhanced hospital service lines, including bariatrics, comprehensive breast care, and diabetes management. He was also responsible for recruiting physicians in a number of specialties to the market.

“Larry has the leadership experience and skills needed to build upon our solid foundation of patient care,” said Phil Santie, Chairman, Poplar Bluff Regional Medical Center Board of Trustees. “We’re pleased to welcome him and his family to Poplar Bluff and look forward to working together to support our community’s medical needs.”

Prior to his role with College Station, he served as CEO of 150-bed Scenic Mountain Medical Center in Big Spring, Texas, where he brought great emphasis on improving physician and employee satisfaction.

A Missouri native, Rodgers earned a bachelor’s degree in Communications from Truman State University in Kirksville, Missouri, and a master’s degree in Business Administration from William Woods University in Fulton, Missouri.

**About Poplar Bluff Regional Medical Center**

Poplar Bluff Regional Medical Center is located in Poplar Bluff, Missouri and serves Butler County and seven other surrounding counties. PBRMC is committed to meeting our community’s healthcare needs by providing compassionate, quality patient care. The medical center offers a wide range of services, including oncology, cardiology, orthopedics, robotic surgery, women’s health and more. Learn more at [PoplarBluffRegional.com](http://PoplarBluffRegional.com).

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