

For Immediate Release: June 16, 2010

Contact: Rosemary Blackmon, Alabama Hospital Association, (800) 489-2542

Local Hospital CEO Named Chairman of Statewide Association

MONTGOMERY – After serving as chairman-elect in 2009, Jeffrey M. Brannon, CEO of Medical Center Enterprise, was named chairman of the Alabama Hospital Association (AlaHA) at the Association’s recent annual meeting in Destin, Fla.

“Over the years Jeff has provided exemplary leadership for our Association, and we look forward to having him serve as our chairman,” said J. Michael Horsley, FACHE, president of the Alabama Hospital Association. “He has been a board member and an officer for a number of years, as well as chaired numerous committees and represented hospitals on various statewide boards. His dedication to health care and the patients it serves are unparalleled.”

Brannon graduated from Troy State University, Dothan, in 1981 with a bachelor of science in business administration and earned his associate degree of nursing (ADN) in 1985 from Wallace Community College, Dothan. He began his health care career as a patient care technician at Flowers Hospital, later serving as nurse manager of the hospital’s cardiovascular intensive care unit. He was promoted to vice president of clinical services and then in 2002 was named administrator at Medical Center Enterprise and chief executive officer one year later.

Brannon serves on numerous boards and committees in his community, including the board of directors for the Enterprise Chamber of Commerce, Coffee County Family Services Center, Community Bank and Trust, Wiregrass Rehabilitation Center and Wiregrass and Coffee County United Way. He is also a trustee for the Wallace Community College Foundation.

The Alabama Hospital Association, based in Montgomery, is a statewide trade organization that represents more than 100 hospitals and numerous other health care providers by offering membership services designed to enhance the provision of health care in Alabama.