

Twin Falls Times News, Tuesday, April 6, 2010 – by Nate Poppino

St. Luke's Wood River Medical Center CEO to manage Twin Falls transition

St. Luke's Health System is shuffling its hospital CEOs, bringing the current head of its Ketchum operations to Twin Falls to manage the transition to a new hospital there.

St. Luke's Wood River Medical Center CEO Bruce Jensen will become the interim vice president of operations at St. Luke's Magic Valley Medical Center, a new position expected to last about 18 months. Jensen will oversee the Twin Falls hospital's transition to its new \$220 million facility in the northwest part of town.

The immense move — all of the hospital's services have to be shifted across town without interrupting patient care and emergency treatment — is also being done with the help of Healthcare Technical Services, a Los Angeles-based consulting firm that specializes in such projects, said St. Luke's Magic Valley CEO Mark Schwartz.

“Logistically, it's just huge,” Schwartz said.

Jensen, who's headed up the Ketchum hospital for more than eight years, will become a “champion for that (transition) process,” Schwartz said.

He'll be replaced at Wood River by former St. Luke's Magic Valley CEO John Kee, who in 2007 became the head of physician services for the health system — a job where he travels across its service territory, working to improve the delivery of health care.

“(Kee's) going to continue in that role as well, at least for the time being, to wrap up some significant projects in the Treasure Valley,” Schwartz said.

The Twin Falls project is proceeding on schedule and is slated to open sometime early summer 2011, Schwartz said. Jensen's new job will end a couple of months after the move, but system officials don't plan to leave him without a job.

“Bruce will be considered for other opportunities within the system,” Schwartz said.