



## AMERICA'S ESSENTIAL HOSPITALS

**Bruce Siegel, MD, MPH**  
**President and CEO**  
**America's Essential Hospitals**



With an extensive background in health care management, policy, and public health, Siegel has the blend of experience necessary to lead America's Essential Hospitals and its members through the changing health care landscape and into a sustainable future.

Since joining America's Essential Hospitals (formerly the National Association of Public Hospitals and Health Systems) in 2010, Siegel has guided the association toward realizing its strategic vision of advancing the work of hospitals committed to ensuring access to care and optimal health for America's most vulnerable people. Siegel has helped shape the association's work in advocacy, member support, and quality. Under his leadership, America's Essential Hospitals established the Essential Hospitals Engagement Network (EHEN), a federal Partnership for Patients project to improve safety and eliminate care disparities. Since its inception, EHEN has made breakthrough improvements to prevent more than 3,500 harmful events and avoid \$37 million in costs.

In 2013, Siegel led the association in a strategic rebranding to better reflect the common purpose of its nearly 250 members: to serve all people and communities by providing essential services and the best care possible. The association's new name preserves the sense of accountability central to its legacy and also speaks to the essential services its members provide to communities across the country.

Siegel came to America's Essential Hospitals with extensive experience as a hospital and health care executive. He previously served as president and CEO of two member systems: New York City Health and Hospitals Corporation (HHC) and Tampa General Healthcare. Siegel streamlined HHC's operations,

developed the system's health maintenance organization, and redesigned the system to provide dramatically better care at lower cost for all New Yorkers. At Tampa General, Siegel guided the hospital's conversion from public to nonprofit governance, reduced its costs by \$39 million annually, increased its market share, and led the creation of the region's first clinical research center. Siegel also served as New Jersey's commissioner of health, where he led the state's regionalization of key health services, several major immunization initiatives that significantly increased preschool immunization rates, and the successful negotiation of a Medicare overpayment issue that saved New Jersey hospitals \$94 million.

Siegel's hands-on member experience provided a lens through which to view his research and policy work as director of the Center for Health Care Quality and professor of health policy at The George Washington University School of Public Health and Health Services, where he served just before joining America's Essential Hospitals.

Among his many accomplishments, Siegel led groundbreaking work on quality and equity for the Robert Wood Johnson Foundation, as well as projects for the Commonwealth Fund, the California Endowment, and the Agency for Healthcare Research and Quality (AHRQ). He currently chairs AHRQ's National Advisory Council and sits on the National Quality Forum board. *Modern Healthcare* named him one of the "100 Most Influential People in Healthcare" in 2011, 2012, 2013, and 2014; one of the "50 Most Influential Physician Executives" in 2012, 2013, and 2014; and among the "Top 25 Minority Executives in Healthcare" in 2014. He also was named one of the "50 Most Powerful People in Healthcare" by *Becker's Hospital Review* in 2013.

Siegel earned a bachelor's degree from Princeton University, a doctor of medicine from Cornell University Medical College, and a master of public health from The Johns Hopkins University School of Hygiene and Public Health.

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