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## UNH's Whittemore School CEO Forum Features a Look at the Healthcare Marketplace

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DURHAM, N.H. - Jud Knox, president of York Hospital since 1982, is the featured speaker for the University of New Hampshire's Whittemore School of Business and Economics' CEO Forum Thursday, April 3, 2003, at the New England Center. A breakfast buffet is served at 8:30 a.m. with the program following from 9 to 10:30 a.m.

Knox will talk about the history of York Hospital and its current position in the healthcare marketplace in a presentation titled "A Hospital, Patients, People, Tomorrow." The hospital, a modern, state-of-the-art facility with more than 120 physicians, formed nearly 100 years ago when a group of summer residents decided they needed a nearby healthcare facility while they vacationed. York Hospital has grown over the years into a medical facility that meets the needs of year-round and summer residents of York, Maine, and surrounding communities.

Knox is a graduate of Ohio Wesleyan University and the graduate health administration program at George Washington University. He arrived at York Hospital at a time when the Maine Health Care Finance Commission and the certificate of need process impeded the change process in health facilities. Under Knox's direction, the hospital staff, board and stakeholder communities successfully petitioned the state of Maine to re-open a birthing services unit that had been closed for 17 years and to establish a new Cardiac Catheterization Laboratory.

The CEO Forum is sponsored by Pierce Atwood, northern New England's largest law firm.

The forum, initiated in 1997, is an outreach program of the Whittemore School of Business and Economics for CEOs, presidents, and senior managers of companies in northern New England. The

CEO Forum provides business leaders with an opportunity to meet with and learn from their peers in business and industry at a series of breakfast meetings. The program addresses topics that have been identified by chief corporate executives as key issues of focus over the next several years.

Annual membership in the CEO Forum is \$695, which includes breakfast for two at five seminars. For more information, contact Barbara Draper at (603) 862-1107 or [Barbara.Draper@unh.edu](mailto:Barbara.Draper@unh.edu).

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