

FOR IMMEDIATE RELEASE

October 15, 2010

Announcement: New VP & CFO Appointed at PRHC

Peterborough, ON: Following a national search that attracted many strong and interested candidates, President and CEO, Ken Tremblay to announced that Laura Freeman has accepted the position of Vice President and Chief Financial Officer (CFO) at Peterborough Regional Health Centre.

"On behalf of the hospital and community, I am pleased to extend a warm welcome to Laura Freeman," said Tremblay. "She is a seasoned health care executive with a track record of success and strong financial acumen. Laura will be an asset to PRHC as we find our new steady state and grow our regional platform of programs and services."

"I have already felt very welcomed to PRHC by everyone I've met," said Freeman. "It is an honour to be joining such a dynamic organization during this time of renewal. This is a very challenging time in healthcare and I look forward to working with the team at PRHC to ensure safe, quality, accessible healthcare for people throughout the region. My husband Dave and I are excited to relocate to Peterborough and becoming part of the community, and enjoying the many recreational opportunities the beautiful area offers."

Freeman will start on December 6.

Professional Biography



Laura Freeman is currently the Senior Vice President and Chief Financial Executive at Royal Victoria Hospital (RVH) in Barrie. Since joining RVH in 2005, she has provided leadership and strategic direction for Corporate Services. Laura's senior leadership extends to both the public and private sector in a series of progressive roles. Prior to joining RVH she was the CFO for a private international corporate group and she held senior positions at the Northeastern Ontario Regional Cancer Centre, and has been the CEO of a Long Term Care Facility and Home Care Program. Laura is a Chartered Accountant and a Certified Management Accountant and holds an Honours Bachelors of Commerce degree. She has also completed the Advance Health Leadership Program at the Rotman School of Management, University of Toronto, and is a member of the Canadian College of Health Service Executives and the Financial Executives International.

-30-

Jonathan Bennett,
Director, Communications, Corporate Planning
and Chief Communications Officer
Peterborough Regional Health Centre
(direct) 705-876-5151 / (cell) 705-761-5916
jbennett@prhc.on.ca