



Verdugo Hills
HOSPITAL

News
For Immediate Release

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**Verdugo Hills Hospital Welcomes Viktoria Meyers
as Vice President of Business Development**

(GLENDALE, CA – May 9, 2007) – Viktoria Meyers joined the Verdugo Hills Hospital team as Vice President of Business Development May 1, 2007. With more than 20 years of healthcare experience, Meyers will be responsible for program development, physician recruitment and she will oversee the hospital’s marketing and public relations efforts.

“I am so excited about being at this facility,” Meyers said. “It is a jewel in the foothills.”

Meyers, who considers herself a physician advocate, said she is looking forward to getting involved in the community, and plans to introduce new services, programs and physicians to the foothills community.

“This community is fortunate to have this hospital in the area, especially in the current healthcare environment when not-for-profit community hospitals are quickly becoming an endangered species,” Meyers said.

Most recently, she served as vice president of business development at Hollywood Presbyterian Medical Center in Los Angeles. Prior to this, Meyers was vice president of business development at Mercy Hospitals in Bakersfield, California, part of the Catholic HealthCare West system. In addition, Meyers has served in an administrative capacity at two different healthcare systems Tenet and Community Health Systems in San Diego County.

Meyers has worked at profit and non-profit facilities, both large and small, throughout her healthcare career. She has recruited more than 200 physicians to various communities. A few of her program development strategies resulted in successful Cardiac, Bariatric, and In Vitro Fertilization (IVF) Centers, the initiation of facility-wide customer service programs and growing both surgical and endoscopic volumes.

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She has also been involved with the development of community-based programs for seniors and new mothers and their babies.

A native of Coronado, California, Meyers has two children and one granddaughter.

“I am enthused about becoming a member of Verdugo Hills Hospital’s team,” Meyers said. “I am very impressed with the quality of the hospital’s current clinical programs and the medical staff and the employees.”

“I welcome this opportunity to be a part of Verdugo Hills Hospital’s continuing commitment to bring innovative programs and services and quality care with a personalized touch to meet the needs of the community we serve,” she said.

Verdugo Hills Hospital is a 158-bed nonprofit primary care facility nestled in the foothills between Glendale and La Cañada Flintridge. The hospital features all private rooms, 24-hour emergency services, comprehensive inpatient and outpatient diagnostic and treatment facilities, and a family birthing center. It is the only independent, free-standing hospital in the greater Foothills community and was voted “Glendale’s Best Hospital” for 2006 by readers of the *Glendale News-Press*. Several physicians on staff received accolades too. Dr. Jane Wada was voted “Best Dermatologist,” Dr. Jeffrey Nilles “Best Ophthalmologist,” Dr. James Henry “Best Pediatrician,” Dr. Brad Aguirre “Best Podiatrist” and Dr. Samvel Hmayakyan “Best Family Practitioner.” For more information, visit www.vhhospital.org.

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