

## **New title for David Conejo**

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### **New Community Hospital insurance chairman**

Rehoboth McKinley Christian Health Care Services CEO David Conejo was named Chairman of HealthSure's Community Hospital Insurance Coalition Member Relations Committee Nov. 19.

CHIC is one of the many options available through the Rural Hospital Insurance of America program. RHIA empowers rural hospitals with group buying power, reduced risk and shared wisdom.

As chairman, Conejo will educate rural hospital leaders about CHIC membership benefits.

"David will be instrumental to CHIC's continued growth," HealthSure CEO Brant Couch said. "His strength as a thought leader, speaker and rural healthcare professional will accelerate CHIC's growth dramatically."

CHIC offers members:

Group buying programs.

Risk sharing vehicles such as captives, risk retention groups and PEOs.

Employee benefits.

Property insurance

Liability protection

Workers compensation

Equipment contract maintenance alternative

### ***Hospital growth helps New Mexico fill physician need***

New Mexico currently has a shortage of physicians in 32 of its 33 counties, but hospital growth attracts physicians. A long-stated goal of New Mexico's healthcare community is to bridge the gap in rural health and ensure adequate and appropriate care is available to all New Mexicans regardless of their address.

"Better healthcare helps drive development and growth in rural areas like McKinley County. CHIC will be a key factor in improving the financial health of member hospitals. Healthy hospitals serve the economic underpinnings of organizations and attract businesses, education facilities and consumer enterprises," Conejo says. "I look forward to working with CHIC to make New Mexico a healthier state."

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Conejo is also president of the New Mexico Rural Health Network and board member of the New Mexico Hospital Association.