

PRESS RELEASE

**MONTEREY COUNTY BOARD OF SUPERVISORS NAMES NEW NATIVIDAD MEDICAL
CENTER BOARD OF TRUSTEES MEMBER**

Kelly O'Keefe, M.D., Brings 30 Years of Healthcare Expertise to Salinas Hospital's Board

SALINAS, CA – October 20, 2009 – On October 13, 2009, the Monterey County Board of Supervisors appointed Kelly O'Keefe, M.D., as a new member of Natividad Medical Center's Board of Trustees. Dr. O'Keefe is currently the Medical Director of Community Health Plan, a non-profit community healthcare services organization located in Monterey.

Dr. O'Keefe holds over 30 years of experience in academics and in the healthcare industry, including community medical practice, hospital and healthcare administration. He has founded successful healthcare information technology companies and an intellectual property management company that is focused on healthcare. Dr. O'Keefe has expertise in healthcare performance improvement and in clinical and bioinformatics and has led the development of state-of-the-art methods of severity adjustment and healthcare outcomes prediction for healthcare decision support.

His medical experience includes practicing pathology in the Army serving as the Director of Army Blood Services at Walter Reed Army Medical Center. He then joined a community medical practice in Santa Cruz at Dominican Hospital and served in medical staff and physician executive roles including Laboratory Services Medical Director, Medical Staff Officer and Vice President for Clinical Effectiveness. Following his work at Dominican he was the Chief Medical Officer of the Monterey Bay Region of Catholic Healthcare West, an 8,000 bed multi-hospital system. He has also served on or staffed Boards in non-profit hospitals as well as in the for-profit healthcare sector. Prior to his medical career Dr. O'Keefe was an Assistant Professor of Chemistry at Colorado State University in Fort Collins, Colorado.

Dr. O'Keefe received his Bachelor of Science degree from Washington State University, a Doctorate of Philosophy in Analytical Chemistry from the University of Illinois, and a Medical Doctorate from the University Of Miami School Of Medicine. He completed his post-graduate medical education at Letterman Army Medical Center in San Francisco.

Dr. O'Keefe is a Diplomate of the American Board of Pathology, a Fellow of the College of American Pathologists, and is a member of the Monterey County Medical Society, the California Medical Association and the American Medical Association. He has also been inducted into Sigma Xi, the International Scientific Research Society.

For more information about the Natividad Medical Center please call 831-755-4111 or visit www.natividad.com.

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About Natividad Medical Center

Natividad Medical Center is a 172-bed acute care medical center owned and operated by Monterey County, and has been providing healthcare for more than 120 years. A public community hospital, Natividad Medical Center emphasizes the care of women, children and families and offers comprehensive inpatient, outpatient, diagnostic and specialty care. Natividad is the only teaching hospital on the Central Coast, through its affiliation with the University of California, San Francisco (UCSF). With a medical staff of more than 235 physicians, Natividad's mission is to continually improve the health status of the people of Monterey County through access to affordable, high-quality healthcare services. Natividad is based in Salinas, California. For more information, please call 831-755-4111 or visit www.natividad.com.