



**FOR IMMEDIATE RELEASE**

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**West Florida Healthcare Taps Gulf Coast Regional  
Medical Center CEO to Serve in Chief Executive Role**

PENSACOLA, FL – November 16, 2016 – West Florida Healthcare, an affiliate of HCA, announces the appointment of Carlton Ulmer to the position of President and Chief Executive Officer effective January 1, 2017.

Ulmer has served as CEO at Gulf Coast Regional Medical Center in Panama City, Florida, since August 2012 where he led a 42-bed critical care expansion that included 4 new Pediatric ICU beds. In addition, Ulmer guided Gulf Coast Regional Medical Center from a Level II NICU (Neonatal Intensive Care Unit) to a Level III NICU.

“My family and I are looking forward to being part of the Pensacola community,” said Ulmer. “This is a tremendous opportunity and I look forward to building upon the rich tradition that West Florida Healthcare has in providing quality and compassionate care to the communities we serve.”

Ulmer brings more than 20 years of healthcare administration experience to his new role. Prior to serving at Gulf Coast Regional Medical Center, he served six years as Chief Operating Officer (COO) of Redmond Regional Medical Center in Rome, Georgia. Before that, he served as COO of Parkridge Medical Center in Chattanooga, Tennessee, and in service line administrator roles at Tulane University Hospital and Clinic in New Orleans.

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Ulmer received his Bachelor of Science degree in Exercise Science and Health Promotion from Jacksonville State University in Jacksonville, Florida, and a Master's Degree in Business Administration, Management and Operations from Troy University in Atlanta, Georgia. Ulmer is married with three children and is an accomplished Iron Man competitor.

### **About West Florida Healthcare**

The first hospital in the area to offer all private rooms, West Florida Healthcare proudly provides market-leading quality outcomes performance. Named for the second year in a row as one of the "100 Top Hospitals" in the nation by Truven Health Analytics, the facility has also been recognized as a Top Performer on Key Quality Measures for five years in a row by The Joint Commission, earned an "A" rating in patient safety from The Leapfrog Group, and named by *Becker's Hospital Review* to its 2016 national list of "100 Great Community Hospitals." The area's first Accredited Chest Pain Center and Breast Imaging Center of Excellence, West Florida Hospital is also the first hospital in the state of Florida to have earned Atrial Fibrillation with Electrophysiology Services Accreditation. The hospital is also an Advanced Primary Stroke Center and offers specialized Emergency Department services tailored specifically to the needs of seniors as well as a Kids' ER dedicated to serving the emergency medical needs of children. The West Florida Healthcare campus includes the all private room acute care hospital, the area's only comprehensive, CARF-accredited physical rehabilitation hospital, and a mental health facility. Affiliated with HCA, the nation's leading provider of healthcare, West Florida Healthcare meets the community's healthcare needs in major services such as cardiology, cardiovascular surgery, oncology, orthopedics, robotic-assisted surgery, critical care, neurology/neurosurgery, emergency care, urology, behavioral health, gastroenterology, obstetrics, pulmonary, and rehabilitative medicine. For more information, visit [www.westfloridahospital.com](http://www.westfloridahospital.com) or call (850) 494-3212.

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