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**PHYSICIAN HOSPITALS OF AMERICA EXPANDS:  
JOANNE HAASE HIRED FOR ASSOCIATION'S NEW POSITION**

**(Sioux Falls, SD)** – Physician Hospitals of America (PHA) today announced the hiring of the association's first-ever Manager of Member Services. Joanne Haase will support and promote the organization's member services and marketing, public relations, benchmarking research, and political advocacy.

“PHA has been growing both in membership and the scope of services we provide,” said Molly Gutierrez, the executive director of PHA. “The Board agreed it was time to create this position to not only meet the needs of our membership but to also assist PHA in leading industry efforts.” Doug Johnson, PHA President and CEO of Surgical Management Professionals, agreed stating, “Joanne brings to us a unique blend of legal education and business marketing experience which we anticipate will benefit the PHA team and its advocacy mission.”

Prior to accepting her new role, Haase worked in private law practice. She is a licensed attorney in both Minnesota and South Dakota, experienced in the practice of civil litigation, including matters related to administrative law, business and commercial law. Prior to her legal career, Haase worked as the vice president of marketing for a publicly held banking organization, as a university director for adult learner services, and as a college instructor of business undergraduate and graduate courses.

Haase received her Juris Doctorate with honors from the University of South Dakota School of Law, her Masters in Business Administration from the University of Sioux Falls, and her bachelor's degree cum laude from the University of San Diego.

“Physician hospitals have developed an efficient business model that not only improves patients' freedom of choice, but also provide higher quality of care at a lower cost,” said Haase. “PHA is revolutionizing the health care industry by showing how focused care is good for patients, communities, and physicians. I'm looking forward to working with PHA and its members as they contribute to a transformation of the health care industry.”

PHA was formed to provide education and advocacy resources to physician hospitals in the United States. The Association represents the collective interests and views of the industry, improves and maintains standards of excellence in high quality healthcare and fosters the growth and development of the industry. PHA represents over 75 hospital facilities in 24 states that specialize in a wide variety of medical procedures.

For more information or to schedule an interview, contact Molly Gutierrez at 605-321-3483 or [molly@physicianhospitals.org](mailto:molly@physicianhospitals.org).

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