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For immediate release

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Summa Health Names Rob Whitehouse Senior Vice President

AKRON, Ohio, May 26, 2015 – Summa Health has announced the appointment of Rob Whitehouse as its new senior vice president of Marketing and Community Relations.

Whitehouse joins Summa from Goodyear Tire & Rubber Co., where for the past eight years he served in leadership roles that encompassed a wide range of key areas, including strategic corporate communications for global initiatives, global internal communications and community relations. At Summa, he will be responsible for the strategic direction and oversight of marketing, advertising, public relations, corporate communications, community relations and community benefit.

Prior to his years at Goodyear, Whitehouse was vice president of Corporate Communications and the interim vice president of Marketing at University Hospitals Health System. There, he served as part of a team that developed a new brand identity for the health system. In addition, he has served as managing director and senior vice president at Dix & Eaton Inc., a leading Cleveland-based public relations agency, and in media relations for The Cleveland Clinic.

“Rob brings a wide range of experience not only from healthcare, but also from the corporate and agency worlds,” said Dr. Thomas Malone, Summa Health president and CEO. “His background and talents will be a perfect fit for our strategic vision and our move to population health management. I look forward to his contributions.”

A graduate of The University of Akron, he and his wife, Tammy, have five children and reside in Copley.

About Summa Health

Summa Health is one of the largest integrated healthcare delivery systems in Ohio and is one of only two health systems in northeast Ohio accredited by the American College of Radiation. Encompassing a network of hospitals, community health centers, a health plan, a physician-hospital organization, a multi-specialty physician organization, research and the Summa Foundation, Summa is nationally renowned for excellence in patient care and for exceptional approaches to healthcare delivery. Summa’s clinical services are consistently recognized by the American Nurses Credentialing Center (Magnet status), *U.S. News and World Report*, Thomson Reuters and The Leapfrog Group. Summa also is a founding partner of the Austen BioInnovation Institute in Akron. For more information, visit www.summahealth.org or find us on Facebook at www.facebook.com/summahealth and Twitter, www.twitter.com/summahealth.

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