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ProMedica Launches Healthy Aging Institute; Announces Leader

TOLEDO, Ohio, February 6, 2019 – ProMedica, a not-for-profit, mission-based health and well-being organization, today announced it has established the ProMedica Healthy Aging Institute. The new institute leverages the unique strengths and capabilities of ProMedica and its recently added HCR ManorCare senior living division to help redefine healthy aging, provide a best-in-class experience to the nation’s growing senior population, and drive positive reform.

The institute’s structure will continue to be defined over the coming year and will be grounded in three core areas:

- Innovation and research – Identifying and developing new health and wellness models for the senior population that promote healthy aging at all life stages
- Education and training – Preparing the next generation of leaders and clinicians to support all aspects of senior health and well-being, including offering continuing education for people currently in the senior care field and those interested in entering the profession.
- Advocacy – Serving as a catalyst for industry reform and leading the charge to redesign health care for seniors across the wellness spectrum

“As changing demographics substantially impact our population’s age composition, the healthcare industry faces significant challenges and opportunities,” said Randy Oostra, president and CEO of ProMedica. “While preparing to accommodate the healthcare demands of the growing senior population, we also must focus on bringing together people and resources in new ways to support healthy aging for all. ProMedica is in a unique position to lead the charge on that front, and establishing the ProMedica Healthy Aging Institute is a reflection of our commitment to doing so.”

ProMedica is pleased to announce that Holly Bristoll will expand her role to include providing executive leadership and strategic development for the new Institute. In this role, Ms. Bristoll will work across ProMedica to convene, connect and leverage talent, resources and capabilities to support the creation and implementation of the Institute. Additionally, she will build relationships with local, regional and national leaders and organizations to develop collaborative solutions that support healthy aging.

“The ProMedica Healthy Aging Institute will be instrumental as we head into the next chapter of senior care and work diligently to ensure that we continue to deliver a best-in-class aging experience for patients and their families,” said Steve Cavanaugh, president of ProMedica’s HCR ManorCare division. “We are delighted that Holly will be leading the new institute. Her

extensive experience in developing strategic partnerships and new solutions to complex industry and system challenges will be a tremendous asset to this endeavor.”

“I am excited to work closely with Steve Cavanaugh and the HCR ManorCare team to lead the ProMedica Healthy Aging Institute,” said Holly Bristoll, chief integration officer, academic affiliations at ProMedica. I believe this initiative offers an exceptional opportunity to make impactful, important contributions to the future of health care,” she added. “I am looking forward to exploring new ways ProMedica can leverage its unique combination of resources and partner with others to develop solutions that redefine healthy aging.”

Ms. Bristoll has been with ProMedica for 28 years, serving in variety of executive roles, including her current position leading the 50-year, \$2.5 billion Academic Affiliation with The University of Toledo College of Medicine and Life Sciences. During her tenure, she has held a number of positions involving strategic planning, business development and operational leadership, including serving as president of three separate ProMedica hospitals. Ms. Bristoll holds a Master of Business Administration degree from The University of Michigan and a bachelor’s degree from Michigan State University.

For more information about ProMedica, visit www.promedica.org.

***ProMedica** is a mission-based, not-for-profit integrated healthcare organization headquartered in Toledo, Ohio. It serves communities in 28 states. The organization offers acute and ambulatory care, an insurance company with a dental plan, and post-acute and academic business lines. The organization has more than 56,000 employees, 13 hospitals, 2,100+ physicians and advanced practice providers with privileges, 900+ healthcare providers employed by ProMedica Physicians, a health plan, and nearly 400 assisted living facilities, skilled nursing and rehabilitation centers, memory care communities, outpatient rehabilitation clinics, and hospice and home health care agencies. Driven by its Mission to improve your health and well-being, ProMedica has been nationally recognized for its advocacy programs and efforts to address social determinants of health. For more information about ProMedica, please visit www.promedica.org/aboutus.*

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