

## From the CEO



## Revitalization and Renewal in Challenging Times

2011 was a tough year for any individual or organization involved with the health care safety net in Santa Barbara and San Luis Obispo counties. The poor state of the economy has produced enacted state budget cuts, and threatened federal budget cuts to the Medi-Cal program; and along with that comes a heated political environment associated with the presidential election in 2012.

For CenCal Health, 2011 was a year of tough challenges to overcome. But it was also a year of revitalization and renewal that helped us in moving forward to address these challenges – and to help keep the health care safety net functioning effectively in these adverse times.

Subsequent to my own elevation to the CEO position, CenCal Health has been fortunate to attract some very talented individuals who, in combination with our existing gifted and committed staff, will allow us to become better than ever at what we do. Our new Chief Medical Officer, Dr. Lowell Gordon, brings a wealth of experience and knowledge of the Medicaid program from his prior role as Medical Director for the New Mexico state Medicaid program. Our new Chief Operating Officer, Paul Jaconette, brings 18 years of experience in helping guide Sansum Clinic to its current position as the largest non-profit, multi-specialty healthcare organization between Los Angeles and the Bay Area.

I also can't help but ooze with pride and confidence over the talented and dedicated individuals that make up CenCal Health's staff (as you'll see in the following pages of this report); our provider partners committed to serving the less fortunate (as you'll see illustrated in our advisory board participation); and the true sense of community in the Santa Barbara/San Luis Obispo county area that allows us all to come together more successfully than other areas in the state or nation.

Looking forward to 2012, everyone involved in the health care safety net in Santa Barbara and San Luis Obispo counties is facing the same challenges, is pointed in the same direction, and shares the same goals – as they say, we're all in the same boat. Our goal for 2012 is for everyone else in the boat to be glad that a renewed, revitalized and committed CenCal Health is ready to row fast and furiously towards calmer waters!

A handwritten signature in dark ink that reads "Robert S. Freeman". The signature is written in a cursive, flowing style.

*Robert S. Freeman,*  
*Chief Executive Officer*