

New Leaders Elected to WHA Board of Directors

David Hartberg Named 2023 Chair-Elect

Vernon Memorial Hospital President and CEO David Hartberg was named chair-elect for 2023 at the Oct. 27 WHA Board of Directors meeting in Madison. Active in WHA councils and taskforces since 2015 and on the board since 2017, Hartberg serves as a member of the Council on Public Policy, Council on Rural Health, and the WHA Board Subcommittee on Health Care Reform.

David Hartberg is a "Wisconsinite," having grown up in Madison and Verona. He attended the University of Wisconsin-Madison and St. Cloud State University, receiving a B.A. in Physical Education/Athletic Training, later attending the University of Minnesota Carlson School of Management, receiving a Master's in Healthcare Administration.

After a career start in Sports Medicine and then Corporate Compliance, David began his executive career in 1999 as a hospital CEO in rural Nebraska and has spent the last 23 years as a rural hospital CEO in the upper Midwest. In November 2019 he accepted the CEO position at Vernon Memorial Healthcare in Viroqua, WI. In addition to serving on the WHA Board since 2017, David also served as the RWHC Board President in 2021. He is married to Anne, a Montessori Teacher in Viroqua, and they have four kids and three grandkids.



WHA 2023 Chair-Elect David Hartberg

Election of At-Large Directors

The following individuals were elected as At-Large Directors:

New At-Large Directors (filling unexpired term)

- Luke Beirl, CEO, Hayward Memorial Hospital
- Ryan Neville, Chief Administrative Officer, Marshfield Medical Center–Weston, Stevens Point
- Brian Stephens, CEO, Door County Medical Center

New At-Large Directors, to serve three-year terms beginning Jan. 1, 2023

- Brian Charlier, President/CEO, HSHS St. Vincent & St. Mary's Hospitals
- Scott Turner, President/COO, System EVP, Children's Wisconsin

Reappointed At-Large Directors, to serve three-year terms beginning Jan. 1, 2020

- Jeffrey Bahr, MD, Chief Medical Group Officer, Advocate Aurora Health (2nd term)
- Dan DeGroot, President/CEO, Stoughton Health (2nd term)
- Alan Kaplan, CEO, UW Health (2nd term)
- Dennis Potts, EVP/Operations, Advocate Aurora Health (2nd term)

AHA Regional Policy Board 5 Delegate (filling unexpired term)

- Bernie Sherry, SVP, Ascension Healthcare/Wisconsin Ministry Market Executive, Ascension



New WHA At-Large Directors, L to R: Luke Beirl, Brian Charlier, Ryan Neville, Brian Stephens, Scott Turner

Other Articles in this Issue

- [Wisconsin Health Care Ranked 8th Least Expensive in U.S.](#)
- [AHA Report on Commercial Insurer Practices: "Clinicians Should be Able to Focus on Caring Without Burdensome Obstacles"](#)
- [New Leaders Elected to WHA Board of Directors](#)
- [Exchange Open Enrollment Begins for 2023 Benefit Year](#)
- [Ascension Mercy Hospital and Project SEARCH Awarded 2022 Global Vision Community Partnership Award](#)