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Thursday, May 22, 2025

In Memoriam: Barb Peickert



Barb relaxing on a WHA
Vikingland Region outing

Barb Peickert, CEO of Hayward Hospital from 1986-2011 and longtime friend to the Wisconsin Hospital Association (WHA), passed away on May 8, 2025.

"It is with a heavy heart that we learned of Barb's passing," said WHA President and CEO Eric Borgerding. "She was one the best nurse and rural hospital leaders and most wise and kind people I've ever known. Though she's been retired for some time, her contributions to WHA and partnership with and appreciation for the WHA team will never be forgotten. Our deepest condolences to Barb's husband Lanny, her family and many friends."

Throughout her career, Barb received numerous accolades, including the Lifetime Achievement Award from the WHA in 2011. She served two terms on the WHA's board of directors and held leadership roles in several civic organizations, including the Hayward Development Corporation, Regional Hospice Board and Hayward Rotary Club. She also formed a Parkinson's Support Group. Her obituary says, "Barb was a leader among leaders, a woman ahead of her time in the healthcare field. She was known for her kindness, empathy, and unwavering support for others. She was a mentor, a confidant, and a shining example of

fairness and compassion. She made it her lifelong mission to ensure better healthcare, not only for her community, but as far as she was able to reach."

To read her obituary, visit: <https://www.bratley-nelsonchapels.com/obituary/Barbara-Peickert>.

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EDUCATION EVENTS

May. 27, 2025

Critical Access Hospital (CAH) Conditions of Participation Series

Jun. 4, 2025

2025 Wisconsin Rural Health Conference

Aug. 8, 2025

