

## 2022 Excellence in Leadership Award Nominee



***James Roetman, CEO***

*Pocahontas Community Hospital, Pocahontas*

- Years of service at the hospital/organization = 30
- Years of service in health care = 30

### **Nomination**

*Susie Aden, Director of Inpatient Care*

*Pocahontas Community Hospital*

James has been the CEO of Pocahontas Community Hospital since 2004. I have worked with James in one capacity or another during his tenure at Pocahontas Community Hospital. During the past 18 years, James has consistently motivated and supported all team members of Pocahontas Community Hospital. His leadership style continually puts the best interest of the patients and staff as top priority. He is genuinely interested in the lives of everyone who lives in the communities we serve, patients who enter our doors, and the employees of Pocahontas Community Hospital. One example of this is when a local day care provider closed their doors several years ago. This affected many of our employees. James did not look at the negative

effects this had on staff, he looked at this as an opportunity to help them as well as the community. He organized a day care board and opened a day care facility that has thrived within Pocahontas. He continues to serve on the day care board.

James works tirelessly to ensure the success of Pocahontas Community Hospital, as well as the rural affiliates, clinics and senior affiliates associated with this facility. Currently, he serves as the liaison for the rural affiliates of UnityPoint Trinity Regional Medical Center region. His guidance within this role benefits all hospitals within the region. Additionally, he is currently serving as interim CEO for one of the rural affiliates. His passion and dedication to the success of the affiliate hospital is admirable. He spends many hours serving in the interim CEO role, while continuing to lead Pocahontas Community Hospital with a positive and caring attitude. James has also taken an active role in the success of our local Unity Point clinics. He successfully recruited advance practice providers and physicians to the community. The partnership that James has built with clinic leadership and providers promotes collaboration of care, open communication and growth during challenging times.

James is also active at the state level serving on the Iowa Hospital Association board as one of the District A trustees. His involvement in group is a high priority for him. He aligns himself and our facility with the goals of the Iowa Hospital Association to ensure the advancement of health care in the state of Iowa. He is never afraid to ask a tough question and is ready to research and support an idea to better the health care system. This is evident in James' initiation of the EMS essential services discussions held locally and at the state level. James' commitment and dedication extends well beyond the doors of this hospital. He is passionate about hunting, land preservation and the youth in our communities. He has served in many roles within Ducks Unlimited and Pheasants Forever. He developed a wetland and waterfowl preserve in memory of his dad in which he received the "Beyond the Call" award in 2010 from Ducks Unlimited. He loves the opportunity to teach youth the sport of hunting using the preserve area he created. Additionally, this area is used by many other groups including the Iowa Hospital Association. Presently, James is also member of the Pocahontas County Economic Development Board. He tirelessly strives to promote the growth of our county, looking toward the future of attracting the next generation with jobs and recreation.

In closing, I can think of no one more deserving than James for this award. He genuinely cares about the future of health care and the team that encompasses this wonderful industry. He is never afraid to ask the tough questions to promote growth and success for the patients we serve.

### **Summary**

James Roetman not only performs his job at an exemplary level, but he demonstrates an extraordinary commitment to health care, whether it is at the state level, regional level and our alliance with Unity Point, or our local community and the public. James' many years of service and dedication have earned the respect of his peers and he has become a role model in the field of health care as well as our community. His skills, knowledge, willingness to help others and dedication to health care, our hospital, and the community make him an outstanding 2022 IHA Excellence in Leadership nominee. Our mission statement at Pocahontas Community Hospital is "dedication to coordinating and improving the quality of health care in the community we serve." James shows this everyday not just in health care but in everything he does.

## **Letter of Support No. 1**

*Julie Harrison, Director of Human Resources*

*Pocahontas Community Hospital*

I write to support the nomination of James Roetman for the 2022 IHA Excellence in Leadership Award. James provides exceptional leadership, dedication, support to the hospital, staff and the community. James's dedication and passion is with health care and helping others. He attended Iowa Central Community College from 1989-1992 with Associate of Science Degree of Radiology Tech. One of his internships was at our hospital in our Radiology Department. He was always willing to help whenever and whatever needed.

Upon graduating from Iowa Central Community College, James accepted a job at our hospital as a Radiology Tech. In September 1999, he became the manager of the Radiology Department. In April 2004 James became the CEO of the hospital. James strong work ethic, communication skills and his leadership got him where he is today as the CEO.

James is highly active in IHA, serves on numerous boards with health care and the community. He also has helped by coaching youth and high school sports. James is continually active in health care and the community which shows wonderful leadership roles.

James was recently recognized for his support of IHA Advocacy through his energetic advocacy presence. He has been very committed in developing the Rural Emergency Hospital designation and the served on the IHA Board's task force. He actively helped to pass the emergency medical services legitimation last year.

Recently, James was asked to be the interim CEO at Loring Hospital in Sac City. This shows that James demonstrates that he is a strong leader and willing to always help others.

Our Mission Statement at PCH is the "Dedication to Coordinating and Improving the Quality of health care in the Community we serve." James shows this everyday not just in health care but in everything he does.

I am the Director of Human Resources at PCH. James has been a wonderful role model for me. I am in the position I am today because of his leadership and support. He is a great mentor. I am very appreciative of James believing in me and helping me be a leader in my role.

James is the best candidate for the IHA Excellence in Leadership award because of his vision, inspiration, strategic and critical thinking, communication, support, mentor to others and positivity. His Leadership and dedication to health care and the community shows he is a wonderful outstanding 2022 IHA Excellence Leadership nominee.

## **Letter of Support No. 2**

*Patrick Mooney, EMS Coordinator*

*Pocahontas Community Hospital*

James Roetman is a true visionary for the future needs of emergency medical services. James has been directly involved in making and leading progressive changes at the state and local levels. EMS is an essential service and Mr. Roetman recognizes the everyday struggles that face the EMS workforce. Not only does he acknowledge that there are operational and logistical issues, but he has also taken a leadership role to work on finding solutions. His work can on the collaborative project of developing a heat map depicting all the EMS services in Iowa and their response times really hit home with stakeholders. This project showed the importance of the needed legislative changes.

Over the past few years, Mr. Roetman has been involved in IHA-sponsored panel discussions, task forces, work groups, and county and city meetings all to raise awareness of the Senate file amendment that gives Iowa hospitals an opportunity to provide certification for EMS care providers and an avenue for counties to declare EMS as an essential service. An online article published by IHA points out all the hard work that it took: "The Iowa Hospital Association also would like to recognize and thank the hospital CEO's who reached out persistently about this issue. These CEO's include James Roetman from Pocahontas Community Hospital and Lisa Radtke from Winneshiek Medical Center." At the eleventh hour, Mr. Roetman was on the phone with other task force members, consulting on the final proposed decision.

Mr. Roetman has been very proactive in helping to get the message out there about the essential service bill. Not only has he spearheaded discussions in Pocahontas County but has also spoken to community leaders in Calhoun and Buena Vista counties.

EMS is not the only thing that Mr. Roetman has recently worked on. Mr. Roetman has met with Sen. Chuck Grassley's health policy adviser. Mr. Roetman, with the UnityPoint Health Government and External Affairs and the Iowa Hospital Association, advocated for the emergency rural hospital designation.

Mr. Roetman, a rural liaison and one of the CEOs of the UnityPoint system, is a recognized prominent leader and represents what IHA is looking for in the Excellence in Leadership Award.

### **Letter of Support No. 3**

*Rachel Olson, Social Worker*

*Pocahontas Community Hospital*

It is with great pleasure that, I write to support the nomination of Mr. James Roetman for consideration for the 2022 IHA Excellence in Leadership Award. James not only performs his job at an exemplary level, but he demonstrates an extraordinary commitment to health care, whether it is at the state level, regional level and our alliance with UnityPoint or our local community and the public. He is the best candidate for the IHA Excellence in Leadership Award because of his persistent dedication to IHA, Pocahontas Community Hospital and the health and well-being of all people.

James takes it upon himself to provide exceptional support and service to staff at the hospital as well as the community day care, which is jointly owned and operated by the City of Pocahontas, the hospital and the school system and in which, James has taken a leading role. He quickly discerns staff's individual needs and moves efficiently to provide key information, recommendations or direction. James has gone above and beyond many times for staff not just in the day-to-day operations of the facility but in everyday life including finding day care providers, health care providers, housing possibilities, sharing knowledge of schools and colleges and is most known for coaching and supporting many a young athlete in our community. James was an avid supporter of all his children's activities, traveling many miles to watch them play (sometimes coach) and has always supported staff to put their families first as well. Even now when James' children are adults, he attends many sporting events of the children of his staff. James knows all his employees well and never misses an opportunity to find out more about what is going on in their life. James is a first-rate ambassador of the hospital by assisting patients, families, and staff as they navigate health care policies and decisions, greeting visitors and guests, and he has even been known to search high and low for lost pets of our patients (after an accident on the highway outside of our facility).

Outside of the hospital, James' community service efforts are unique and far-reaching, therefore, he is a first-rate ambassador for the community as well. Currently, James serves as Treasurer for Ducks Unlimited, and is a member of the Pocahontas County Visioning Committee and

Pocahontas Economic Development Commission. He has previously served as chairperson of the congregation of St. Peter Lutheran Church in Pocahontas, Pocahontas County Rec Program and too many other organizations to mention. James is always willing to pitch in for the good of the community regardless of the mission.

As I become more of a leader at our hospital, I am so appreciative of James' support. He has shown me what it means to be consistent and committed. He has inspired me to never stop giving and to remember why we do what we do. James' many years of service and dedication have earned him not only my respect, but the respect of his peers and he has become a role model in the field of health care as well as our community. His skills, knowledge, willingness to help others and dedication to health care, our hospital, and the community make him an outstanding 2022 IHA Excellence in Leadership nominee. Thank you for your consideration.

#### **Letter of Support No. 4**

*Rick Winegarden, Board Chair*

*Pocahontas Community Hospital*

My Story about James Roetman, as I sit back and think about him and what he has accomplished in his career, is amazing from being an X-ray technician to what he is now is impressive. I was in my second year of being on the Hospital board of trustees and had just been named President of the board and thought all things were well, then our CEO at the time Chuck Kelch decided it was time for him to move on so with that being said he told me your new administrator is right here in front of your eyes and I said what ? he said James Roetman he is your man so from there we started to debate the issue and I was and always will be a great fan of James, he is hard working, community oriented and a great family man and friend. He had no experience or schooling, but we hired him anyway and boy did that turn out great, he did his schooling, took all his classes and still did his job all at the same time. Now, 20-plus years later, he is still our guy. He has had many opportunities to move on, but he has always stayed loyal to our hospital and our community!

He has led many organizations and community projects and has always done them well, ensuring everything he does is professional. He helped start our day care service in Pocahontas and is still on the board. He was always involved in his children's sports events and was an AAU coach for many years and a High School Girls' assistant basketball coach.

James has led our hospital through three or four major additions/renovations and always makes sure that all things on the checklist are done and complete. Nothing is ever left unfinished. If James says he will do it, then you can rest assured that it will be done!

James is the liaison for our rural affiliates and interim CEO for Loring Hospital as well as staying in charge of Pocahontas, he has been on many IHA committees and boards and has always seen that they have been successful. He helps hold the IHA Pheasant hunt each year and always goes above and beyond to make sure that all things go off without a glitch, Now at a Time were EMS is a Struggle for small communities James is one of the main leaders in making sure that our county has the proper care and EMS services so we can all be safe, it has been a

challenge that no county wants but it happens and James has taken this process from a scary and sickening situation to a healthy and connected community project that will now go to a vote in November to make EMS an essential service for our county and he has been the main leader for that with all of the city councils in our county as well as the board of supervisors he is the go to man for questions and answers! Overall, you could not and will not find a better leader so it is with my great pleasure that I nominate James Roetman as IHA Leadership Award for 2022 I know you will not be disappointed!

## **IHA involvement**

### ***Event attendance:***

- 2022 IHA Tee Off Golf Classic
- 2022 IHA Summer Leadership Forum
- 2021 IHA Annual Meeting

### ***Board/Council memberships:***

- IHA Board of Officers and Trustees – 2016 – current
- IHA Governance and Dues Task Force - 2022
- ServiShare Board of Directors – 2012-2016 (Treasurer – 2014-2016)
- 2011 District Chair
- 2011 IHA PAC Committee
- 2010 District Vice Chair

### ***Attendance at IHA District Meetings 2018-2022:***

- May 2022

### ***IHA PAC Contributor:***

- 2021
- 2020
- 2019
- 2018
- 2017