

## **RADIA NAMES ELLEN WOODWARD CHIEF EXECUTIVE OFFICER**



Everett, Wash. – ( May. 17, 2005) – Radia, the largest private radiology/vascular practice in the Pacific Northwest, named Ellen Woodward Chief Executive Officer (CEO) as part of Board-initiated administrative changes geared to making Radia stronger as an organization. According to Woodward, "Several changes made by the Board, including adding a Chief Operating Officer and my appointment, enable us to remain a privately-held, independent physician group."

Woodward was appointed CEO, having been Chief Administrative Officer of Radia since its formation in 1997, the result of a merger between two practices with whom she had worked for a number of years before the merger. "As CAO, I was responsible for both operational and strategic areas. With our new COO, Mary Kay Chess, assuming operational responsibilities, I can focus on strategic business relationships. We will work together to achieve continued success in providing both quality and innovation in the delivery of medical services."

Woodward will work in conjunction with the board and other management personnel to position the company at the forefront of the industry. "Working with the board is a collaborative relationship," she says. Her duties include developing strategic plans to advance the company's mission and objectives, and to ensure quality during times of significant growth.

With more than 20 years of management experience, Woodward brings a strong background in planning, budgeting, project management, facilitation, and staff leadership and development. She held various positions at General Hospital Medical Center in Everett, Wash., from 1981 to its closure in 1994, leaving as Vice President, Professional Services to start her own consulting practice. Prior to joining General Hospital, she served as coordinator of an adolescent day hospital and as a therapist for both children and adults. She holds an Executive Masters of Business Administration from the University of Washington School of Business Administration and a Masters of Occupational Therapy from the University of Washington School of Medicine. Her Bachelor of Arts degree is from Antioch College in Yellow Springs, Ohio.

She resides in Mukilteo with her husband, Jim, and two daughters.