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# Frank Kinder Appointed Chairman of SoutheastHEALTH's System Board of Directors

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JANUARY 26TH 2018 BY DEE LOFLIN

## Frank Kinder Appointed Chairman of SoutheastHEALTH's System Board of Directors

### Frank M. Kinder Appointed Chairman of SoutheastHEALTH's System Board of Directors

Cape Girardeau, Mo. (January 24, 2018) – SoutheastHEALTH has announced the appointment of Frank M. Kinder as Chairman of the System Board of Directors, effective January 1. Kinder, a Cape Girardeau native, has a long history with the health system. His father James A. Kinder, MD, was the first board-certified pediatrician between St. Louis and Memphis and served on the Southeast Board of Trustees from 1977 to 1985. In May of 2000, the Board recognized his father's service by naming Southeast's Department of Pediatrics in his honor.

Frank Kinder returned to Cape in 2002 after a career in corporate marketing with companies such as Pizza Hut, Nestle, Accenture and Verizon. He joined Red Letter Communications in 2002 when he purchased half of the agency. During his time as President, Red Letter flourished, growing from 12 to over 50 employees. He sold his holdings in June of 2017 and resigned as president, but remains an advisor to the Red Letter Board. He currently consults on strategy and growth planning with several private clients.

“To be selected as Chairman of the System Board of Directors is an honor and a responsibility that I take very seriously. Over the past few years, SoutheastHEALTH enlarged its regional presence, forged new partnerships that benefit patients, expanded services and earned national recognition for the care we provide. I am particularly interested in the emerging collaborative efforts between SoutheastHEALTH and Saint Francis Medical Center, the results of which can only be positive for our community. SoutheastHEALTH has a strong and viable future, and I look forward to continuing my service,” said Kinder.

“Frank brings valuable leadership and experience to the Board of Directors and will have a key role as SoutheastHEALTH pursues our mission to offer the best in healthcare services to residents of southeast Missouri and southern Illinois,” said Bob Neff, SoutheastHEALTH's immediate past Board chairman and general manager of Ford Groves in Cape Girardeau.

Kinder began his affiliation with SoutheastHEALTH in 2006 when he became a member of the Hospital Association. He was appointed to the Board in the fall of 2009 to fulfill an unexpired term and in 2010 was appointed to the Board Executive Committee. Kinder has served on a number of health system committees and completed the Missouri Hospital

Association's Governance Excellence Certification Program for board members. He also served as Chairman of the SoutheastHEALTH Medical Group Board of Directors.

“Frank’s depth of business experience along with his extensive track record in marketing strategy will continue to guide SoutheastHEALTH for ongoing success,” said Ken Bateman, President and CEO of SoutheastHEALTH. “These are turbulent times for healthcare, but I’m confident that with the help of the current system board, we will prevail through this volatile climate and continue to meet the needs of the communities we serve. I’d also like to extend my gratitude to Bob Neff for his service as Board Chairman. Under his leadership, SoutheastHEALTH achieved a credit rating increase, a return to profitability, and strong volume growth in our service area.”

Board officers also include Steve Green, Vice Chairman; Charlie Kruse, Secretary; Stan Crader, Treasurer; and Bob Neff, Immediate Past Chairman. Also serving on the Board of Directors are Ken Bateman, Donny Beasley, Jim Dufek, PhD, Kevin Ford, Chris Hutson, Mike Kohlfeld, Ben Lewis, Christine Mackey-Ross, Gabe Soto, MD, PhD, Al Spradling, III, and Burl Stamp.

#### About SoutheastHEALTH

At SoutheastHEALTH, the region's premier healthcare system in southeast Missouri, our patients receive excellent care of the highest clinical quality, close to home. Within our network are more than 50 care locations in 14 communities, including hospitals, primary and specialty care clinics representing over 30 clinical specialties and extending care for patients in a four-state area. Learn more at [SEhealth.org](http://SEhealth.org).

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