



Minnesota Hospital Association

**NEWS RELEASE**

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## **Minnesota Hospital Association names new president**

*Willmar hospital executive Lorry Massa to lead state health  
association*

ST. PAUL, Minn. — Lawrence (Lorry) Massa has been named president of the Minnesota Hospital Association (MHA). Currently the Chief Executive Officer at Rice Memorial Hospital in Willmar, MN, Massa will assume MHA's top position in mid-October.

The MHA president position is currently held by Bruce Rueben, who is leaving Minnesota next week to become president of the Florida Hospital Association.

“The MHA search committee selected Lorry from a strong field of candidates because of his unique blend of experience as a health-care executive in the Upper Midwest,” says Alan Goldbloom, M.D., president of Children's Hospitals and Clinics of Minnesota and MHA's board chair. In addition to hospital leadership positions, Massa formerly served as South Dakota Secretary of Health.

“Lorry has a deep understanding of hospital issues and a strong commitment to statewide, collaborative efforts to enhance patient safety, improve the quality of patient outcomes and develop greater transparency,” says Goldbloom. “I have great confidence in Lorry's ability to provide strong leadership for Minnesota hospitals.”

“I am deeply honored to be chosen by my peers to lead an incredible organization at this critical time for Minnesota's hospitals,” says Massa.

MHA is a trade association representing 145 hospitals and health systems.

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To download a picture of Massa, click on this link: [http://www.mnhospitals.org/pix/images/Lorry\\_Massa.jpg](http://www.mnhospitals.org/pix/images/Lorry_Massa.jpg)