PAYING FOR TOMORROW'S HEALTH

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Geraint Martin, CEO
Counties Manukau District Health Board

Mr Geraint Martin was appointed to the position of Chief Executive Officer of Counties Manukau DHB, commencing 4 December 2006. CMDHB is one of the largest District Health Boards in New Zealand and services a population of over 450,000 with a high level of deprivation, diverse ethnic mix and young population.

Geraint came to CMDHB from the Welsh Assembly Government where his role was Director of Health and Social Care Strategy. He has significant experience managing many levels of service provision in both primary and secondary care including more than twenty years experience in health management. He held the Chief Executive role at Kettering General Hospital in Northamptonshire and senior executive positions in London and Birmingham hospitals. In his most recent position as Director of Health and Social Care Strategy Geraint has authored a radical ten year strategy which is leading a total re-configuration of Welsh Health and Social Care. Included in this plan are reforms of workforce planning, capital investment and finance which will underpin performance improvement leading to the better delivery of health care to the consumer.

As a hospital chief executive, he developed the 'see and treat' system which has improved emergency department efficiency and has been adopted by the English National Health Service and hospitals in the United States and Australia. He has also worked closely with clinicians in improving clinical standards and improving patient safety. His work with primary care has included chronic disease management strategies and managing acute care to reduce the need for in-patient beds.

Geraint has a Masters Degree of Management in Health policy and a Post-Graduate Certificate in Health Economics. He is currently completing a Doctorate in Professional Studies with his thesis relevant to the public health care system.