

FOR IMMEDIATE RELEASE
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Counties Manukau DHB appoints new CEO

The Chairman of Counties Manukau District Health Board, Mr Pat Snedden, is pleased to announce the appointment of Mr Geraint Martin to the position of Chief Executive Officer. This follows an extensive national and international search for a candidate who would continue CMDHB's programme of innovative approaches to health care. Mr Martin is currently based in Wales where he is the Director of Health and Social Care Strategy for the Welsh Assembly Government.

Mr Snedden says Mr Martin has a proven academic and professional background with significant experience managing many levels of service provision in both primary and secondary care. He has more than twenty years experience in health management including the Chief Executive role at Kettering General Hospital in Northamptonshire and senior executive positions in London and Birmingham hospitals. In his current position as Director of Health and Social Care Strategy Mr Martin 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. Intersectoral and community partnerships also feature in linking health with social care, which is very relevant to the Counties environment.

As a hospital chief executive, Mr Martin 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.

"We believe Geraint has the leadership, professionalism, experience and drive to steer the tiller of our health board. He is strongly committed to public service and the challenges of improving the wellbeing of the community, particularly those in disadvantaged positions. Much of his career has been spent working with culturally diverse communities which we see as a real asset," says Mr Snedden.

Geraint Martin 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.

“I am honoured to accept the position of Chief Executive with CMDHB and I look forward to leading an integrated healthcare system which serves such a diverse population,” says Mr Martin. “CMDHB has a fantastic reputation for its innovation and community-based initiatives which I hope to progress in the future”.

Mr Martin and his family, on a recent visit, found the New Zealand lifestyle extremely appealing. They look forward to settling here and experiencing Kiwi life. He takes up his new role on the 4th of December, 2006.

For more information please contact:

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