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## Exempla Good Samaritan Medical Center Foundation Appoints New Vice President & Executive Director

**June 19, 2013** – (Lafayette, CO) – Robert Roby has accepted the position of Vice President & Executive Director for the Exempla Good Samaritan Foundation, which raises funds for hospital programs and initiatives.

The Foundation is seeking to extend its mission of health and healing to the community by allowing others to give to the hospital in various ways. “I’m honored to join the Foundation staff and to share the accomplishments of this hospital as it continues to provide exemplary care to those in the community,” said Roby. “We want to continue building strong relationships with our patients long after they have left our hospital and sustain long-lasting relationships within the community into the future.”

Roby brings a wealth of experience in fundraising campaigns, cultural arts, public works and capital improvement campaigns. His skills also include community redevelopment, community outreach and environmental /community sustainability.

“We are excited about Robert’s background for our hospital and our Foundation,” said Sandy Cavanaugh, Vice President of Business Development and Community Relations. “Our community will benefit from his time and talent.”

Roby’s main task will be to establish a capacity building campaign for the new Comprehensive Cancer Center, which will open in the fall of this year. In addition to this effort, he will also oversee various fundraising projects including the *Good Sam Bike Jam*, which raises funds for cancer patients and the upgrading of or adding of services to meet the needs of patients. He will also manage several other projects:

- Baby’s First Ride (fee car seat checks for new parents)
- Exempla Cares (internal campaign for EGSMC associates)
- Cancer Assistance as a safety net to uninsured or underinsured Various Funding of programs to assist and ensure that the hospital has the most up to date equipment in areas of emergency and trauma, cardiac care, women and children, integrative medicine and diagnostics.

The Exempla Good Samaritan Foundation is a not-for-profit organization. The hospital relies on support from the community for major equipment, technology purchase and large building projects that promote a unique healing environment. For more information about the Exempla Good Samaritan Medical Center Foundation and how to become a donor, please contact the Foundation office at 303-689-5252 or visit [www.exempla.org](http://www.exempla.org) and look for “EGSMC Foundation.”

### **About Exempla Good Samaritan Medical Center:**

Exempla Good Samaritan Medical Center opened December 1, 2004 and is a community-based, 234 bed acute-care hospital located in Lafayette, CO. Exempla Good Samaritan Medical Center’s premier services include our Comprehensive Cancer Center, Heart and Neurovascular Center, robotic surgery, Primary Stroke Center, Integrative Health and Healing Center, “baby friendly” birthing center and emergency services including a Senior Emergency Room. To learn more, visit [www.exempla.org/goodsamaritan](http://www.exempla.org/goodsamaritan).