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ATLANTA MEDICAL CENTER CEO WILLIAM T. MOORE WINS PRESTIGIOUS GHA CHAIRMAN’S AWARD

ATLANTA — At its annual summer meeting, the Georgia Hospital Association (GHA) presented its prestigious Chairman’s Award to William T. Moore, chief executive officer of Atlanta Medical Center (AMC). Moore was recognized for helping revitalize one of Atlanta’s oldest, most trusted hospitals. Candidates for the award are hospital trustees or executives who have made significant contributions to improving health care in Georgia.

When William T. Moore was appointed CEO of AMC in 2001, there stood before him a 90-year old artifact of what had been a stately hospital steeped in the history of Atlanta. The hospital had not aged gracefully, having become victim to a downward urban spiral, declining numbers of patients and attrition of medical staff and employees.

Realizing the need to rebuild the community’s confidence in the hospital, Moore focused on assessing community needs and initiating open, honest and continuous dialogue among medical staff and hospital employees. These actions helped foster commitment and collaboration among staff and helped build their confidence in the hospital.

Within the ensuing 10 years, under Moore’s leadership, AMC established itself as a beacon of stellar health care, innovation and stewardship in the Atlanta community, Georgia and the southeastern United States. Moore’s achievements in the last decade were pivotal to the re-birth of the hospital as a regional level II trauma center with residency programs in general surgery, orthopedics, internal medicine and family practice. Recently, AMC was designated a Level 1 trauma center, making it only the fifth Level 1 center in the State.

During his tenure, Moore stimulated the growth of AMC, including a 26 percent increase of annual admissions and a 111 percent increase in annual deliveries to serve an expanding customer base. Also, the hospital was named a bariatric center of excellence by the American Society of Metabolic and Bariatric Surgery; a primary certified stroke center by the Joint Commission; and a “top place to work in Atlanta” by Atlanta Magazine, the Atlanta Business Chronicle and the Atlanta Journal Constitution.

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Not only has Moore successfully led the hospital, but he has also managed to lend his time to other vital causes, including chairing the ACCESS Healthcare Coalition for almost three years. The coalition, a group of Georgia businesses, hospitals, physicians, nursing homes, dentists, pharmacists and county governments, works to improve access to health care for Georgia residents by advocating for adequate Medicaid reimbursement rates for hospitals and providers.

Moore was also extremely influential in working to develop an organized, funded trauma system during his service on the board of the Georgia Trauma Network Commission. The commission outlined and executed a state-of-the-art vision for the state’s trauma system to ensure access to trauma care for every Georgia citizen.

Other notable achievements for AMC under Moore’s leadership include an established partnership between AMC and the Safe America Foundation to promote the prevention of injury through the development of a safe driving academy. He also established a Physician Leadership Council to encourage close alignment of physicians and the hospital to provide quality care and create value for patients, physicians and the medical center.

“Bill Moore’s visionary leadership of Atlanta Medical Center and his many contributions to the state’s health care delivery system has made him one of Georgia’s most respected health care leaders,” said GHA President Joseph Parker. “He has not only helped rebuild community confidence in the hospital, but he has become the type of trusted leader who others turn to help solve some critical challenges at the state level. He is a deserving recipient of this award.”

About GHA
Established in 1929, GHA is the state’s largest trade organization of hospitals and health systems providing education, research and risk management services to its 174 hospital and health system members. Additionally, it represents and advocates health policy issues benefiting Georgia’s citizens before the state legislature and U.S. Congress as well as before regulatory bodies.

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