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*Inspired Healthcare Leadership*

**For Immediate Release**

Contact:  
Christine Ricci  
Vice President of Public Relations  
913-708-8913  
cricci@besmith.com

**LifeMed Alaska Hires New Chief Executive Officer**

LENEXA, Kan. (November 11, 2009)—LifeMed Alaska—the leader in Alaska’s critical care air ambulance industry with more than 2,000 rescue missions yearly—recently hired Gary Stromberg to fill the role of chief executive officer. A seasoned executive with more than 12 years of experience in healthcare leadership, Stromberg will assume his new duties at LifeMed Alaska on December 1.

“LifeMed provides a critical service for Alaska, connecting communities across the state with lifesaving healthcare. It is critical to have a strong, experienced leader like Gary at the helm,” said Bruce Lamoureux, member of the board of directors for LifeMed Alaska and chief operating officer of Providence Health & Services Alaska. “Gary has many years of experience leading air medical service companies. His financial management and relationship development skills will be a tremendous asset to the organization.”

Prior to joining LifeMed Alaska, Stromberg served as the air medical manager for ThedaStar, the air medical service for community health system Thedacare in Appleton, Wis. At ThedaStar, he had executive leadership responsibility for all air medical services. His career has included executive leadership positions at PHI Air Medical Services in Lafayette, La., and St. Joseph Hospital/Rocky Mountain Helicopters in Lexington, Ky. Stromberg is a registered nurse and holds a bachelor of science degree in management from the Frederick Taylor University in Moraga, Calif. He is also a Certified Medical Transport Executive through the Oglebay Department of Continuing Education.

“LifeMed Alaska was seeking an executive with a strong financial acumen and proven success managing the intricate logistics involved in air medical transport,” according to Kathy Noland, RN, Ph.D., senior vice president of executive search for B. E. Smith, the leadership solutions firm who conducted the nationwide CEO search for LifeMed Alaska. “With Gary’s experience in achieving outstanding financial performance and establishing air ambulance services at a number of organizations, he is a perfect fit for their needs.”

Using specialty medevac teams that include neonatal nurse practitioners and special medical directors for adult, pediatric, neonate, and high risk OB, in addition to an Anchorage-based communications center, LifeMed Alaska provides around-the-clock medical coverage and continual flight tracking. Headquartered in Anchorage, and with a base in Fairbanks, the company also operates rural service hubs in Soldotna, Bethel and the Mat-Su Valley. In November 2008, LifeMed Alaska was formed from the merger of LifeGuard Alaska, a department of Providence Alaska Medical Center, and AeroMed International, which was owned by the Yukon-Kuskokwim Health Corp. based in Bethel, Alaska. The medical crews from both founding partners provided LifeMed with 33 years of combined air medical evacuation experience.

“Gary is an expert in the development and growth of air and ground transport services, in addition to leading organizational and cultural integrations following mergers. His experience was exactly what we were looking for—we’re very excited to have him on board,” said Gene Peltola, LifeMed Alaska board of directors.

*About LifeMed Alaska:*

LifeMed Alaska, LLC, in Anchorage is a leader in Alaska's critical care air ambulance industry, flying in excess of 2,000 missions a year. LifeMed provides the most comprehensive medevac services in Alaska with transport services for adult, pediatric, neonate and high-risk obstetric patients using an advanced fleet of Learjets, turboprops and helicopters. For more information, visit [www.lifemedalaska.com](http://www.lifemedalaska.com).

*About B. E. Smith:*

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