



# LOUISIANA HOSPITAL ASSOCIATION

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## LOUISIANA HOSPITAL ASSOCIATION ANNOUNCES BOARD OFFICERS, TRUSTEES

Baton Rouge — The Louisiana Hospital Association (LHA) announced its 2021-2022 Board of Trustee officers and newly-elected board members during its virtual annual membership meeting on July 29.

**Jason E. Cobb, FACHE**, chief executive officer (CEO) of Rapides Regional Medical Center in Alexandria, will serve as the LHA Board of Trustees Chair. He received the gavel from **Phyllis L. Peoples**, president and CEO of Terrebonne General Health System in Houma, who will now serve as Immediate Past Chair. **Greg C. Feirn, CPA**, CEO of LCMC Health in New Orleans, will serve as the Association's Chair-Elect, and **Mary Ellen Pratt, FACHE**, CEO of St. James Parish Hospital in Lutcher, was elected Treasurer.

In addition to the officers, the LHA Board of Trustees is composed of At-Large and District Trustees. **Stuart Archer, FACHE**, CEO of Oceans Healthcare, was elected for a two-year term as an At-Large Trustee. **Kirk Soileau, FACHE**, CEO of Natchitoches Regional Medical Center, and **Michele Kidd Sutton, FACHE**, president and CEO of North Oaks Health System in Hammond, were re-elected for a second term as At-Large Trustees.

The following individuals were elected to serve a two-year term as District Trustees:

- **Acadiana District: Kenneth “Ken” J. Cochran, RN, FACHE**, president and CEO of Opelousas General Health System;
- **Bayou District: Timothy “Tim” J. Allen, FACHE**, CEO of Ochsner Bayou Region, which includes Leonard J. Chabert Medical Center in Houma, Ochsner St. Anne Hospital in Raceland, and Ochsner St. Mary in Morgan City;
- **Northshore District: Rene J. Ragas, FACHE**, president and CEO of the Franciscan Missionaries of Our Lady Health System's Northshore Region and CEO of Our Lady of the Angels Hospital in Bogalusa;
- **New Orleans District: Peter “Pete” November, CPA, JD**, executive vice president and chief financial officer of Ochsner Health in New Orleans;
- **Southeast District: Edgardo J. Tenreiro, FACHE**, president and CEO of Baton Rouge General; and
- **Southwest District: Dana D. Williams**, CEO of Jennings American Legion Hospital.

The following individual was re-elected to serve a second term as a District Trustee:

- **Northeast District: Jeremy M. Tinnerello, RN, CEN**, president of Glenwood Regional Medical Center, a Steward Family Hospital.

During the meeting, the LHA Research and Education Foundation (LHAREF) elected **Mary Ellen Pratt, FACHE**, as Chair of the LHAREF and re-elected **Charles “Chuck” D. Daigle**, CEO of Ochsner LSU Health System-North Louisiana, as its Secretary/Treasurer.

“The LHA applauds the dedication and commitment of our new and returning board members as we work together, as an industry, to improve healthcare in communities throughout our state, especially during these trying times,” said LHA President and CEO Paul A. Salles.

## About the LHA and LHA Research and Education Foundation

Established in 1926, the Louisiana Hospital Association is a non-profit organization representing hospitals and healthcare provider groups across the state. The mission of the LHA is to support its members through advocacy, education, and services. For more information, visit the LHA website at [www.lhaonline.org](http://www.lhaonline.org). The LHA Research and Education Foundation was established for education and research purposes, which has allowed Louisiana hospitals to gain access to additional expertise and resources through government grant activities and contracts focused on emergency preparedness and quality improvement initiatives.

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### Download Photos:

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[Dana Williams](#)

### Biographies of Board Officers and Members in Alphabetical Order by Last Name:

**Timothy “Tim” J. Allen, FACHE, was elected as the Bayou District Trustee for the LHA Board of Trustees.** He serves as the CEO of Ochsner Bayou Region, which includes Ochsner St. Anne Hospital in Raceland, Leonard J. Chabert Medical Center in Houma, and Ochsner St. Mary in Morgan City. Allen provides unified leadership to the Ochsner Bayou Region, which spans a tri-parish area and includes Lafourche, Terrebonne, and St. Mary and has been a member of the Ochsner Health leadership team for the past seven years. He earned a Bachelor of Science from the University of Northern Colorado in 1989 and a Master of Science in Health Administration from the University of Colorado in 1991. He has held a number of administrative positions with respected healthcare organizations in Louisiana, Florida, Colorado and Wisconsin during the past 30 years.

**Stuart Archer, FACHE, was elected as an At-Large Trustee for the LHA Board of Trustees.** He is the CEO of Oceans Healthcare, where he leads the company’s efforts to expand access to behavioral healthcare services in underserved communities around the country. Since joining the company in 2014, he has grown Oceans’ behavioral health network to include 33 locations across Texas, Louisiana and Mississippi, including 23 inpatient hospital campuses. Under his leadership, Oceans has partnered with leading acute care health systems to expand access to inpatient and outpatient treatment and achieved industry-leading performance metrics on national quality and safety measurements. Archer has more than two decades of leadership experience in the post-acute care and behavioral health sectors. Prior to joining Oceans, he served as chief operating officer at LifeCare Management Services, a pioneer in long-term acute care with 24 hospitals across nine states. He previously spent more than a decade as senior vice president of market development for LHC Group, a leading national provider of post-acute care services with 350 locations across 29 states. Archer serves on the Board of Trustees of the National Association for Behavioral Healthcare and was named EY’s Entrepreneur of the Year 2018 in the Health category for the Southwest region. He earned a Master of Business Administration from Louisiana State University and is a Fellow in the American College of Healthcare Executives.

**Jason E. Cobb, FACHE, is the 2021-2022 LHA Board of Trustees Chair.** He has more than 28 years of experience in healthcare with 23 of those years in Louisiana. In 2013, Cobb joined Rapides Regional Medical Center (RRMC) and Rapides Healthcare System as CEO. Prior to joining RRMC, he held positions as CEO of Lakeview Regional Medical Center in Covington; chief operating officer at West Houston Medical Center in Houston; vice president of operations at Tulane University Hospital and Clinic in New Orleans; vice president and administrator at Willis-Knighton Health System and Willis-Knighton Pierremont Hospital in Shreveport; and administrative internships at The Methodist Hospital in Houston and Christian Hospital in St. Louis. Throughout his career, Cobb has actively participated in many organizations to support business, healthcare and his community. Currently, he is chair of Louisiana Central and is a member of the LSUA Foundation Board, Louisiana College Board of Visitors, Alexandria Business Foundation and Louisiana Workforce Investment Council. He has

served as the chair of the Chamber of Commerce, the American Heart Association, and the LHA Research and Education Foundation. He holds a Master of Health Administration from Washington University School of Medicine, a Master of Business Administration from Texas A&M University, and a Bachelor of Science in Business Administration from the University of Arkansas. He also completed four programs on “Strategy” at Harvard University. In addition, Cobb is a Fellow of the American College of Healthcare Executives and has been a member since 1994.

**Kenneth “Ken” J. Cochran, RN, FACHE, was elected to serve as the Acadiana District Trustee for the LHA Board of Trustees.** He has served as president and CEO of Opelousas General Health System since July 1, 2015 and has more than 15 years of hospital experience, including diversified experience in clinical department management. He has extensive professional involvement in local, state and national level organizations, and has been recognized for exceptional skills in financial and operations management, regulatory compliance, clinical outcomes and physician recruitment. Originally from the state of Alabama, he is a Fellow in the American College of Healthcare Executives and is Board Certified in Healthcare Management. He received his Bachelor of Science in Nursing from Troy State University in Alabama and earned his master’s degree in business administration from California State University in Bakersfield. Cochran most recently received his doctorate in healthcare administration from the University of Alabama at Birmingham. He also served as an orthopedic specialist and combat flight medic in the U.S. Army Reserves for eight years. He previously held the position of president and CEO at River Valley Health Partners, a multi-institutional system in East Liverpool, Ohio. Prior to that position, he served as CEO of Cibola General Hospital in Grants, New Mexico.

**Charles “Chuck” D. Daigle was re-elected as the Secretary/Treasurer of the LHA Research and Education Foundation.** He serves as the CEO of Ochsner LSU Health System–North Louisiana, a partnership jointly formed by Ochsner Health and LSU Health Shreveport. As CEO, Daigle has responsibility for overseeing the healthcare delivery system in Shreveport and Monroe and coordinating activities between the LSU Health Sciences Center. In addition, he has operational responsibility for the North Louisiana hospitals, including Ochsner LSU Health Shreveport, the only Level 1 Trauma Center in North Louisiana; Ochsner LSU Health’s Monroe Medical Center; and the ambulatory surgery and diagnostic centers. He also has administrative responsibility for the Ochsner LSU Health Physician Group and its clinic locations. Daigle brings 25 years of experience in healthcare management and health insurance, including roles as executive vice president and chief operating officer at Willis-Knighton Health System in Shreveport and vice president of management and professional services at Our Lake of the Lake Regional Medical Center in Baton Rouge. He has served in various board capacities, including as a member of the LHA Executive Committee, as chair of the LHA, and as a member of the Vizient/VHA Gulf States Board. Daigle holds both a master’s degree and a bachelor’s degree in business administration from Louisiana State University.

**Greg C. Feirn, CPA, will serve as the Chair-Elect for the LHA Board of Trustees.** He is the CEO at LCMC Health, a six-hospital system that he spearheaded the creation of in 2009. Today, LCMC Health includes Children’s Hospital New Orleans, East Jefferson General Hospital, New Orleans East Hospital, Touro, University Medical Center and West Jefferson Medical Center. As the CEO, Feirn provides strategic leadership and direction across all locations. He brings more than 26 years of healthcare leadership experience to the table. After 11 years in leadership at Children’s Hospital New Orleans, Feirn turned his focus to building a health system that could truly serve the diverse needs of the New Orleans community. After spending several years as the new system’s chief financial officer and chief operating officer, Feirn was appointed CEO of LCMC Health in 2014. Originally from Wisconsin, he has fully immersed himself in the New Orleans community, playing key leadership roles in a variety of local programs, including serving on the boards of Greater New Orleans, Inc., Metairie Park Country Day School, the Business Council of New Orleans and the River Region, New Orleans Museum of Art and the LHA.

**Peter “Pete” November, CPA, JD, was elected as the New Orleans District Trustee for the LHA Board of Trustees.** He is the executive vice president (EVP) and chief financial officer at Ochsner Health, leading its accounting, financial planning and analysis, reimbursement, revenue cycle, and financial operations for the system. November also leads the information services, real estate, supply chain, and partnerships and integration divisions. He will continue to lead the development and formation of new partnerships for Ochsner Health throughout the Gulf South. He previously served as EVP of digital health and chief administrative officer. In that role he managed shared services for Ochsner Health, including innovation Ochsner, digital medicine, telehealth, supply chain, information technology, system partnerships and integration, real estate and post-acute. He also has responsibility for the operations and integration of the Ochsner/LSU partnership in North Louisiana. Prior to that role, he served as senior vice president, general counsel and chief compliance officer for Ochsner Health. Prior to joining Ochsner in 2012, he was EVP, general counsel, secretary and director of acquisitions for LHC Group, Inc. headquartered in Lafayette. Prior to joining LHC Group, he was a partner at Alston & Bird LLP in Atlanta. November has an accounting degree from the University of Kentucky, received his Juris Doctorate at the University of Kentucky College of Law, and is a Certified Public Accountant.

**Phyllis L. Peoples, who served as the LHA Board of Trustees Chair from July 2019 to July 2021, will now serve as the Immediate Past Chair of the LHA.** A native of Houma, she is the president and CEO of Terrebonne General Health System and has worked in healthcare administration for more than 27 years. She currently serves on the board of the LHA Trust Funds and previously served on the LHA Research and Education Foundation Board and the LHA Quality Committee, having served as chair. In addition, she has served as a member of the American Hospital Association Regional Policy Board 7 and has been a member of the American College of Healthcare Executives since 2001, completing a two-year term as president of the Louisiana Chapter of Healthcare Executives. She earned a bachelor’s degree in nursing from the University of Southwestern Louisiana and two master’s degrees from Valdosta State University in administration and education, as well as a master’s degree in healthcare administration from Tulane University. She is a member and has served on the boards of numerous other local, state and national organizations. She was recognized as a community Role Model in 2011 by the Young Leadership Council of New Orleans and was awarded the Golden Pelican President’s Award from LHA’s Louisiana Society for Hospital Public Relations and Marketing. She was also honored by New Orleans CityBusiness as one of its Health Care Heroes in 2012 and as a Women of the Year in 2013.

**Mary Ellen Pratt, FACHE, was elected Treasurer of the LHA Board of Trustees and Chair of the LHA Research and Education Foundation.** She is the CEO of St. James Parish Hospital, a critical access hospital located in Lutcher. As a graduate of Tulane University with a Master of Health Administration, she started her career in the c-suite of academic medical centers and large community hospitals but has been dedicated to rural health for the past 15 years. Her leadership in rural healthcare is evidenced by the fact she currently serves as a member of the Board of the National Rural Resource Center, Caravan ACO Collaborative, and the American Hospital Association’s (AHA) Future of Rural Taskforce, and was the past chair of the AHA Small Rural Hospital Governing Council. At the state level, Pratt serves on the boards of the Louisiana Rural Hospital Coalition and NAMI Louisiana. She is a Fellow of the American College of Healthcare Executives and the National Rural Health Association. She was named a top rural “CEO to Know” by Becker’s Review for six consecutive years from 2015-2020 and was recently named a 2020 AHA Most Valuable PAC Player.

**Rene J. Ragas, FACHE, was elected as the Northshore District Trustee for the LHA Board of Trustees.** As the Northshore market president for the Franciscan Missionaries of Our Lady Health System (FMOLHS), Ragas leads the operations of Our Lady of the Angels Hospital in Bogalusa; Our Lady of the Lake Surgical Hospital in Slidell and Our Lady of the Lake Pontchartrain Surgery Center in Mandeville, as well as provides oversight to a network of more than 60 primary care and specialty physicians in the Northshore region. He first joined FMOLHS in 1998 as managed care operations coordinator. He has assumed roles of increasing complexity and responsibility in the areas of business development, payor relations, acute care operations and strategic projects prior to his appointment as Northshore market president in June 2017. A Fellow in the American College of Healthcare Executives, Ragas earned a biology degree from Southeastern Louisiana University in 1996 prior to

completing a master's degree in healthcare administration at Tulane University in 2000. He is a member of Vizient Southern States, Northshore Business Council, and the St. Tammany Chamber of Commerce. He is a graduate of Leadership Louisiana and actively volunteers with the Louisiana Special Olympics. He also served as adjunct faculty at Franciscan Missionaries of Our Lady University in Baton Rouge.

**Kirk Soileau, FACHE, was re-elected for a second term as an At-Large Trustee for the LHA Board of Trustees.** He has more than 40 years of healthcare experience in the public, for-profit, not-for-profit and faith-based organizations and was also the founder of an international healthcare consulting company. In April 2013, he joined Natchitoches Regional Medical Center (NRMC) as CEO, where he is responsible for all aspects of the health system's strategic, clinical and financial direction. The system encompasses 216 beds comprised of an acute care hospital, and assisted living and long-term care facilities. In addition, the NRMC network includes 12 primary care, rural health, specialty and walk-in clinics serving Natchitoches, Red River, Sabine and Winn parishes. Since he joined NRMC, it has been named a Top 100 Hospital and earned a Malcom Baldrige Quality Award. Prior to his roles at NRMC, Soileau was CEO for Oakdale Community Hospital; system CEO for Renaissance Healthcare Systems in Houston, and president and chief operating officer for Gulf States Health Services. He obtained a diploma in nursing from Charity Hospital School of Nursing in New Orleans; a Bachelor of Science from the University of St. Francis in Joliet, Illinois; and a Master of Health Administration from Tulane University in New Orleans. In addition, he is a Fellow in the American College of Healthcare Executives and a 2018 National Malcolm Baldrige Fellow. Soileau was initially appointed by Gov. Bobby Jindal, and subsequently re-appointed by Gov. John Bel Edwards, to serve on the Radiologic Technology Board of Examiners for the State of Louisiana. He is the immediate past chair of the Natchitoches Chamber of Commerce, was the 2019-2021 president of the American College of Healthcare Executives Louisiana Chapter and is a board member for the LHA Trust Funds. He has been an active Rotarian since 1998 and a member of the Natchitoches Club. He is also on the Board of Directors for Exchange Bank headquartered in Natchitoches.

**Michele Kidd Sutton, FACHE, was re-elected for a second term as an At-Large Trustee for the LHA Board of Trustees.** She is president and CEO of North Oaks Health System, the Northshore's largest community hospital organization, which she has served for 35 years. With her guidance, the North Oaks medical staff has grown from 100 to 400-plus providers. Since 2018, she has overseen a cooperative endeavor agreement with Hood Memorial Hospital, whereby North Oaks Health System provides consultative services and leadership to the Amite healthcare facility. She is a board-certified Fellow of the American College of Healthcare Executives (ACHE), and she earned both a bachelor's degree in marketing and a master's degree in business administration from Southeastern Louisiana University. Sutton has the honor of representing Louisiana nationally as an ACHE governor and is a past regent. As past president and past vice president of the ACHE Southeast Louisiana chapter, she helped orchestrate the merger of both state chapters into one. Additionally, she served on the American Hospital Association's Foster G. McGaw Committee. As a member of the LHA since 1988, she has long worked with numerous committees, including the boards of the LHA's political action committee and the LHA Trust Funds. She is a longstanding champion of the Greater Hammond Chamber of Commerce, having served as board chair in 1991, a member of the board of directors for a total of seven years, as treasurer twice, as an advisor, and in numerous committee chair roles since 1985. The Chamber has presented her with the 2018 Legacy Award and 1999 Outstanding Woman in Business Award at its annual Annie Awards. Other regional organizations that she is involved in include the Northshore Business Council; Rotary Club of Hammond, for which she is past president; New Orleans Chapter of the Women's Healthcare Executive Network; Southeastern's Alumni Association, for which she is a lifetime member; and the Lions Athletic Association, for which she is their president. In 2019, the Southeastern Alumni Association honored her as Alumna of the Year, and in February 2020, Southeastern Baseball presented her with the Lion for Life Award. Additionally, in 2020, Northshore Technical and Community College honored her with the Chancellor's Award for College Advancement. Her other accolades include recognition in 2007 as a "Woman of the Year" by New Orleans CityBusiness and as one of the "Most Influential Women in Tangipahoa Parish" by The Daily Star. In addition, she was honored to receive the 2007 Golden Pelican Marketer of the Year Award from the LHA's Louisiana Society of Hospital Public Relations and Marketing.

**Edgardo J. Tenreiro, FACHE, was elected as the Southeast District Trustee for the LHA Board of Trustees.** He is the president and CEO of Baton Rouge General (BRG), serving previously as executive vice president and chief operating officer. He earned a Bachelor of Arts in Politics, Philosophy and Economics, as well as a Master of Business Administration in Finance from the University of Notre Dame. For nearly three decades, he has served in management roles for hospital systems in Florida, Texas, Illinois and Louisiana. Since joining BRG in 2008, he has overseen many of the hospital's major functions, including physician relations, clinical quality, patient satisfaction, employee engagement and financial performance. He is a Fellow of the American College of Healthcare Executives and a member of various boards, including the Baton Rouge Area Chamber and Baton Rouge Health District.

**Jeremy M. Tinnerello, RN, CEN, was re-elected as the Northeast District Trustee for the LHA Board of Trustees.** He currently serves as president of Glenwood Regional Medical Center and has held various leadership roles on the hospital's administrative team, including chief executive officer, director of nursing, chief nursing officer and chief operating officer. Tinnerello is a native of West Monroe and began his career at Glenwood more than 20 years ago. His extensive background in healthcare began in 1993 when he was first employed by Glenwood as an orderly. Upon completion of his nursing degree at Louisiana Tech University, he continued his career as a nurse in the emergency department (ED) for 15 years and served as director of Glenwood's Disaster Management Program for Hurricane Katrina and its recovery. Following his tenure in the ED, he took over directorship of multiple departments within the facility before completing a master's degree in both nursing and health administration in 2014. He presently serves on the boards for the West Monroe/West Ouachita Chamber of Commerce, Northeast Louisiana Cancer Institute, and several other organizations in Northeast Louisiana. Tinnerello has continued to serve on multiple advisory boards, including Louisiana Tech University's Nursing Program and the University of Louisiana Monroe Health Sciences Program.

**Dana D. Williams was elected as the Southwest District Trustee for the LHA Board of Trustees.** She is the CEO of Jennings American Legion Hospital and has been employed with the hospital for the past 37 years. She began her employment with Jennings American Legion Hospital upon graduation from the University of Louisiana Lafayette in 1984 with a Bachelor of Science in Medical Record Science. She has served as director of medical records, director of administrative services, chief operating officer and CEO during her more than 30 years with the hospital. She received her Master of Healthcare Administration from the University of Minnesota in 2007 and has been the CEO since 2009. She is a member of the American College of Healthcare Executives, the Rural Hospital Coalition, the American Health Information Management Association, and the Jennings Carnegie Library Board of Directors. Prior to serving as an At-Large Trustee, she served on the Legislative, Regulatory and Policy Council of the LHA.