

## **Ron Yukelson, Chief Marketing & Strategy Officer for Wilshire Health and Community Services**

**Education:** Ron holds a Bachelor of Liberal Arts in Journalism from San Diego State University and earned a Masters of Business Administration at the University of La Verne.

**Professional experience:** His professional expertise includes business operations, strategic planning and business development, marketing, physician recruitment and retention and media relations. Prior to coming to San Luis Obispo, Ron was the Director of Business Development & Strategic Planning at St. Vincent Medical Center in downtown Los Angeles and held similar positions at Century City and Midway Hospitals in Los Angeles, Encino-Tarzana Regional Medical Center in the San Fernando Valley, Children's Hospital Los Angeles and Long Beach Memorial Medical Center. He started his career as a sports writer and covered professional and collegiate sports including the Angels and the Lakers. He also spent five years as the publicist for the Cal State Northridge Athletic Department, where he was inducted into the school's Athletic Hall of Fame. Prior to his role with Wilshire, Ron spent more than 30 years as a senior level hospital administrator, including 14 on the Central Coast for both Tenet Healthcare where he was Chief Strategy Officer as well as Dignity Health, serving as Senior Director, Administrative Services.

**Role and Years with Wilshire:** Among his many duties Ron is responsible for strategic business planning, business development, marketing and volunteers in addition to operational responsibility for Wilshire's primary care practice and counseling center.

**Your philosophy working with Wilshire:** Wilshire, at its core, is a benevolent, mission driven organization. Our strategic planning, business development and corporate decision making are all driven by our mission of Helping People Live a Better Life. At the end of the day, we strive for those entrusted to our care to have optimal outcomes and outstanding patient experiences while providing our employees and volunteers an environment in which to thrive with the tools they need to do their jobs successfully.

**Your commitment to healthcare and/or this community:** While it may sound a bit Pollyanna, I truly wake up every day and ask myself two questions: How can we provide optimal care to our patients while allowing them to age in place? Do our employees have the tools to do their jobs successfully? If I can answer both of those questions positively, I generally have a great day at Wilshire Health & Community Services.

### **Any additional leadership roles within our community/state/nation:**

- Board Trustee, Land Conservancy of San Luis Obispo County
- Chair of Governance Committee for Leadership SLO
- Board Member, Leadership San Luis Obispo
- Board Member, Economic Vitality Corporation of San Luis Obispo  
-Chair, EVC Health Services Cluster
- Cal Poly Orfalea College of Business Executive Partners Program
- Legislative Affairs Committee, San Luis Obispo Chamber of Commerce
- Business Partners Committee, Foundation for the Performing Arts of SLO
- SLO Advisory Committee, San Luis Obispo County YMCA

- Care Coordination Coalition, San Luis Obispo County
- Community Health Improvement Committee, San Luis Obispo County