

Reedsburg Area Medical Center's Bob Van Meeteren Receives AHA Grassroots Champion Award

Every year, one individual in each state is honored as a "Grassroots Champion" by the American Hospital Association (AHA) in consultation with state hospital associations. This year, WHA nominated Reedsburg Area Medical Center's (RAMC) President and CEO Bob Van Meeteren to receive the AHA Grassroots Champion Award for his service and efforts.

Van Meeteren regularly participates in WHA grassroots advocacy initiatives, including responding to Hospitals Education & Advocacy Team (HEAT) Action Alerts, attending WHA's Advocacy Day in Madison and making trips to Washington, D.C. for Capitol Hills. Van Meeteren is also active in the Wisconsin Hospitals State PAC & Conduit, personally contributing to the program, explaining the importance of this type of advocacy to others and engaging with candidates through special events.

WHA President and CEO Eric Borgerding presented the award to Van Meeteren in Reedsburg on July 18.

"Bob has done an exemplary job educating elected officials on the public policy issues affecting hospitals across the country and in Wisconsin," said Borgerding. "WHA was pleased to nominate Bob for this well-deserved award, and we know he will continue to be an advocacy model for others."

"The importance of advocating for local health care is extremely important and is a personal passion of mine," said Van Meeteren. "Developing strong relationships with our legislators is the cornerstone to continue to share the story of RAMC as well as rural health care. I am so honored to receive this award and share it with all who support a strong and viable rural health care system today and well into the future."



WHA President and CEO Eric Borgerding (left) presents the AHA 2023 Grassroots Champion Award to RAMC President and CEO Bob Van Meeteren on July 18.

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