

KELLY HAMBURG, MBA

Wonewoc, WI

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HEALTHCARE EXECUTIVE

Rural Community and System Level Healthcare Leadership | Critical Access Hospital Experience

EXECUTIVE PROFILE

Healthcare executive with more than a decade of progressive leadership experience across community-based health systems and system level health systems, including director-level leadership within both. Proven leader of multi-service line operations encompassing ambulatory clinics, surgical services, orthopedics, rehabilitation, primary care and specialty care. Known for steady, transparent leadership; strong physician and staff relationships; and disciplined operational and financial stewardship in resource-constrained environments.

Brings a balanced perspective shaped by leadership in both Critical Access Hospital settings and larger integrated health systems. Experienced in leading within system-affiliated environments while maintaining local accountability, community trust, and operational independence.

CORE LEADERSHIP CAPABILITIES

- Hospital & Clinic Operations Oversight
- Critical Access Hospital Administration
- Strategic Planning & Organizational Growth
- Financial Stewardship & Budget Management
- Physician Alignment & Medical Staff Relations
- Workforce Optimization & Culture Building
- Access, Throughput & Patient Experience Improvement
- Change Leadership in Rural Healthcare Settings

LEADERSHIP EXPERIENCE

Director – Specialty Practices / MSK Service Line / Rehabilitation Services

Sauk Prairie Healthcare | Prairie du Sac, WI

October 2022 – Present

- Provide enterprise-level operational leadership across orthopedics, sports medicine, rehabilitation, wound care, and specialty services, with accountability for access, staffing models, performance outcomes, and patient experience. Lead service line development across the MSK continuum.

- Oversee 90+ staff across multiple disciplines within a community-based health system, and am responsible, across departments, for a \$70M plus revenue budget.
- Led a strategic initiative to improve patient access and throughput, achieving a **70% reduction in service delays** by implementing advanced operational frameworks and methodologies.
- Partner closely with physicians and executive leadership to align operational priorities with organizational goals.
- Drive workforce development and engagement initiatives supporting stability during periods of change.

Clinic Manager

Gundersen Health System | La Crosse, WI
November 2020 – October 2022

- Oversaw daily operations of one of the system's largest primary care departments.
- Served as Interim Manager for multi-site pediatrics clinics, ensuring continuity during leadership transitions.
- Led and contributed to system-wide operational initiatives balancing standardization with local needs. These initiatives included introduction of the nurse led MAW program, as well as the MA student program in partnership with Penn Foster.

Director – Specialty Clinics (Critical Access Hospital, progressive role)

Reedsburg Area Medical Center | Reedsburg, WI
March 2014 – November 2020

- Directed specialty clinic operations (and primary care for a short time) within a Critical Access Hospital, operating with broad accountability typical of a CAH environment.
- Led service line development efforts to expand access to specialty care, and primary care for the community. This included being the project lead for the Rural Health designation of the primary care clinic, as well as playing an integral role in the development of the walk-in clinic within the RHC, to offset urgent care and ED volumes, and increase reimbursement for such visits.
- Partnered with medical staff leadership on physician recruitment and compensation planning.
- Fostered a culture of accountability, patient-centered care, and operational discipline.

Human Resources Assistant

Mile Bluff Medical Center | Mauston, WI
September 2012 – March 2014

- Supported recruitment, payroll, employee relations, and HR operations within a community hospital environment.
- Built a foundational understanding of healthcare workforce operations and organizational dynamics.

COMMUNITY & LEADERSHIP APPROACH

- Visible, approachable leader committed to staff engagement and physician partnership
- Values transparency, accountability, and steady decision-making
- Actively engaged in the surrounding community and committed to continued local presence and involvement

PROFESSIONAL MEMBERSHIP/ACTIVITIES

Member, American Alliance of Orthopedic Executives	2022-present
Member, American College of Healthcare Executives	2025-present

PROFESSIONAL COMMITTEES

Member, AAOE	2019-present
Member, SPH Compliance Committee	2022-present
Member, SPH Controlled Substance Stewardship Committee	2022-present
Member, SPH EHR Governance Committee	2022-present
Member, SPH Ambulatory Orders Optimization Committee	2022-present
Member, SPH Analytics Steering Team	2022-present
Member, SPH Medical Technology Committee	2022-present
Member, SPH Regulatory Readiness Committee	2022-present
Board Member, WI Chapter MGMA	2023-2024
Member/Chair, SPH Patient Family Advisory Council	2025-present
Member, AAOE Advisory Council	2025-present
Member, AAOE Elections Council	2026-present
Member, AAOE Annual Conference Council	2026-present

CERTIFICATIONS

Certified Rural Health Clinic Professional, NARHC	2017
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EDUCATION

Master of Business Administration (MBA) – Herzing University
Bachelor of Science – Healthcare Management – Herzing University

(References available upon request)