

Rob Heifner joined Mainland Medical Center as Chief Executive Officer in July 2009. He is a board member of both the Texas City ISD Foundation for the Future and the Texas City/La Marque Chamber of Commerce. As a leader in the community, Rob has a strong commitment to providing quality patient care and customer satisfaction.

Heifner has a fifteen year history of leadership accomplishments with HCA, Mainland Medical Center's parent company. Most recently, Heifner served as Chief Operating Officer at Rio Grande Regional Hospital in McAllen, Texas where he opened a Pediatric Intensive Care Unit; launched "Kids Express", a Pediatric Outpatient Program designed to expand services to children in the community; and also created better access to healthcare for women by opening new satellite women's clinics. Prior to Rio Grande Regional, Heifner served as Vice President of Operations and Vice President of Service Line Management at Tulane University Hospital and Clinic. Rob's responsibilities included the Tulane Institute of Sports Medicine, Tulane Cardiovascular Institute, Tulane Cancer Center and managing an \$80 million hospital rebuilding project following hurricane Katrina.

Heifner holds a Master of Healthcare Administration from Tulane University and a Master of Business Administration from Louisiana Tech University. He served on the board of various non-profit organizations including: The American Heart Association, the American Diabetes Association and the Ronald McDonald House Charities, where he served as Board President. He is a Fellow of the American College of Healthcare Executives. He and his wife Lisa have two sons, Dylan aged 10, and Ethan aged 4.