



November 18, 2021

David Hoff, CEO, Wayne Memorial Hospital, Receives Rural Health Leader of the Year Award

University Park, Pa. – David Hoff, CEO of Wayne Memorial Hospital, received the 2021 Community Rural Health Leader of the Year Award, presented by the Pennsylvania Office of Rural Health (PORH). The award was presented by Lisa Davis, director of PORH and outreach associate professor of health policy and administration at Penn State, during a ceremony on Nov. 18, 2021 at Wayne Memorial Hospital in Honesdale, PA.

The Community Rural Health Leader of the Year Award recognizes an outstanding leader who organized, led, developed or expanded an exemplary multi-dimensional rural community health program or initiative and who has demonstrated leadership to a rural community health program.

The award was presented during Rural Health Week in Pennsylvania, Nov. 15-19. The week encompassed Nov. 18, which is National Rural Health Day, established in 2011 by the National Organization of the State Offices of Rural Health. Both events celebrate “The Power of Rural” by honoring rural American residents, health care providers, and communities.

The nomination, submitted by Kim Rickard, Wayne Tomorrow! lauded Hoff’s dynamic leadership in molding the non-profit Wayne Memorial Hospital and Health System into a multi-faceted, fiscally strong, and medically sound rural health care system focused on community wellness, innovation, and collaboration.

Noted Rickard, “Hoff committed Wayne Memorial to adapting to local health care needs and based decisions on survey data. Expanded behavioral health services, development of a Tick-Borne Disease Wellness Center, and an innovative Food Prescription Program for chronic disease management resulted from Hoff’s community and patient surveys. Hoff understands the crucial role of the [hospital] in Wayne County as an asset for health, economic, and community development.”

Through Hoff’s efforts, clinical partners and others create innovative solutions to rural challenges, such as Wayne Memorial Hospital’s participation in the Pennsylvania’s innovative Rural Health Model. PORH formed in 1991 as a joint partnership between the federal government, the Commonwealth of Pennsylvania, and Penn State. The office is one of 50 state offices of rural health in the nation and is

charged with being a source of coordination, technical assistance, networking, and partnership development.

PORH provides expertise in the areas of rural health, population health, quality improvement, oral health, and agricultural health and safety. PORH is administratively located in the Department of Health Policy and Administration in the College of Health and Human Development at Penn State University Park.

Each year, PORH presents awards to recognize rural health programs and individuals who have made substantial contributions to rural health in Pennsylvania. To learn more about the Pennsylvania Office of Rural Health, visit porh.psu.edu.

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