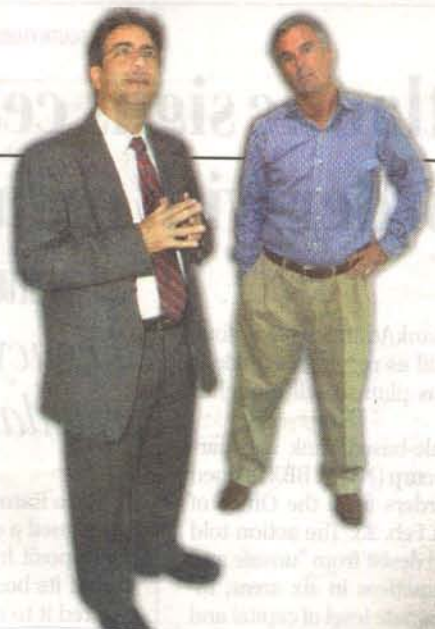


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ULTIMATE CEO AWARDS
2011

RECOGNIZING PALM BEACH COUNTY BUSINESS
LEADERS FOR THEIR ACHIEVEMENTS, VISION
AND DEDICATION TO EXCELLENCE

DAVIDE M. CARBONE

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CAREER HISTORY

- VP of operations and market initiatives, Hospital Corp. of America
- CEO, Aventura Hospital and Medical Center

EDUCATION

- Master of Health Administration, Duke University
- B.A. in biology, Clark University

PERSONAL NOTE

- A native of New England, Carbone dreams that he and Barbara, his wife of 25 years, will own a New Crosby Cat Boat – common to Cape Cod.



MARK FREERKS

David M. Carbone has played an active role in the health care industry for more than 20 years. In two decades – including the last five as CEO of the 463-bed St. Mary’s Medical Center and the Children’s Hospital at St. Mary’s – he has shown leadership and experience in implementing facility and technological improvements, strengthening service line development and expansion, resulting in steady growth for the hospital.

His success starts with an organization that has embraced “innovation from the top down,” he says. “I’m always very strategic and also very detailed in my thinking. I’m asking questions constantly, and proposing new ideas and new ways to look inside our hospital, as well as within our very competitive market. It’s my job to, first, get people thinking, and, second, get people motivated for action.”

Asked to identify three key characteristics among rising executives, Carbone points to one’s ability to adapt to change, to motivate people to become actively involved, and to encourage people and the organization to become agents for positive change – in business and the community.

To reflect a new image, employees must be actively involved, he says. They must feel engaged and take pride in the organization for which they work. For a CEO, it is important to understand employees’ perspectives and discover what they need to be satisfied in their work. St. Mary’s has established an employee relations program with a designated employee relations staff member. With this resource, the hospital developed specific programs to improve employee and physician satisfaction. It’s all part of change management.

“Health care changes quickly, and so does our local community’s health needs,” he says. “We have learned to embrace change and shift our services and targeted growth strategies to reflect what our community needs. In today’s market, change has to be the executive’s friend. For any organization considering a new direction, it’s important to refocus the executive leadership team to evaluate where improvements can be made in the current business model and develop a strategy for action.

“St. Mary’s has achieved great success in the last four years,” Carbone notes. “However, there’s much more to come. Innovation drives us to look ahead, embrace change and continue to evolve.”