



LEADERSHIP BIO

Cindy Matthews Executive VP

As Executive Vice President, Cindy Matthews guides the strategic direction of CHC, along with providing advisory services to CHC affiliated hospitals and CHC Consulting clients.

With more than three decades of experience in the healthcare industry, Cindy specializes in strategy development for healthcare services. She brings expertise in the areas of growth strategies, market assessments, marketing and communications plans, medical staff recruitment planning, and service line development to CHC.

Before joining CHC, Cindy was a principal at healthcare consulting firm Meritage Healthcare Strategies. She also served as Vice President of Marketing at Baylor Health Care System in Dallas, Texas, where she was responsible for market development, advertising and marketing communications, market research and telemarketing.

Cindy received a Master of Science from Southern Methodist University in Dallas and Master of Business Administration from the University of Dallas.



7800 N. Dallas Parkway
Suite 200
Plano, Texas 75024
Phone: 972.943.6400
Fax: 972.943.6401

www.communityhospitalcorp.com