

# SOUTHWESTERN NEWS

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## NEW ASSOCIATE VP GUIDES CLINICAL DEVELOPMENT

DALLAS -- February 23, 1994 -- G. Scott Floden has been appointed associate vice president for clinical development at The University of Texas Southwestern Medical Center at Dallas.

Working with UT Southwestern's clinical departments and affiliated teaching hospitals, community physicians and physician groups, insurance companies, employers and employee groups, Floden will help direct development of an accessible, comprehensive program of clinical services.

"I'd like to see UT Southwestern become the premier clinical-referral medical center both locally and nationally, as it already is one of the premier medical research institutions," Floden said.

Floden's position is a new one at UT Southwestern.

"We are pleased that Mr. Floden has joined UT Southwestern during these times of considerable changes in the delivery of health care," said Dr. Willis Maddrey, executive vice president for clinical affairs. "He will have an important role in positioning the clinical programs of UT Southwestern to serve our missions."

Floden joined UT Southwestern in January. He holds a master's degree in health-care administration from California State University at Long Beach and has served as executive vice president and chief operations officer of Children's Hospital of Buffalo and Clinics, Buffalo, N.Y., and as executive director of University Medical Center, Tucson, Ariz. He is married and has a 16-year-old son.

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