

Center Stage Member Spotlight

Bill Sheron - Wooster Community Hospital



Wayne County is home to one of the nation's highest-performing hospitals. Recognized by [IBM Watson Health](#) as a Top 100 Hospital, the [Wooster Community Hospital](#) provides excellent care to Wayne County and its surrounding areas. Over the past thirty years, the hospital has grown from a stand-alone medical facility to an integrated health system with subsidiary establishments that support the hospital as well as its strong foundation. The advancement of the hospital is due in large part to the strategic planning of President and CEO, Bill Sheron, and his outstanding team. The Hospital – known for its innovative treatment in obstetrics, cardiology, and oncology – provides much more than immediate medical care and is a true beacon of the Wayne County community.

So just how did the Wooster Community Hospital find itself as a highly accredited medical facility?

President and CEO, Bill Sheron shared with us what led to the hospital's development.

When Sheron joined the Wooster Community Hospital over twenty-five years ago, the corporation was in a tough spot. Struggling from the shutdown of Rubbermaid – the area's largest employer – both the community and hospital were faced with financial hardship. Eager to turn things around, Sheron and his team got to work. They began by evaluating the corporation's outpatient services and physician specialties.

"We realized many people were leaving the county to receive care," said Sheron. "People in Wooster are fairly provisional so we knew if we could offer those services here, they wouldn't have to travel as much."

Recognizing the opportunity, the hospital began increasing its outpatient services and recruiting specialty physicians. Luckily for the hospital, being able to attract specialists to the area proved to be rather easy. With the unique blend of 'town and gown' as Sheron coined it, Wayne County quickly became home to many expert physicians. Sheron attests the growth of the hospital to the ease of recruitment in the Wayne County area, along with strategic planning of course.

Today, the Wooster Community Hospital offers advanced medical care in cardiology, neurology, endocrinology, geriatric care, infectious disease, and more. The hospital has also partnered with the award-winning [Ohio State University James Cancer Center](#) to extend its medical services in Wooster.

From the beginning, Sheron set out for the Wooster Community Hospital to be recognized for its high-quality and cost-effective care. It has since achieved this and more. The hospital has been honored as an [IBM Watson Health Top 100 Hospitals](#) not once, not twice, but seven times! This award is perhaps the most prestigious award any hospital can win. In addition, they have also been recognized by [Newsweek](#) as one of [2021's Best Hospitals in the United States](#).

One way the hospital has been able to achieve its cost-effective care is because it's debt free. This is an extremely rare occurrence in the healthcare industry, however, a few years ago the company was able to successfully retire its debt and they now proceed on a cash basis.

The prestigious hospital is much more than just a medical facility. Perhaps some of the most beneficial services the hospital offers are those beyond its immediate medical care. In efforts to support the health and wellness of the community, the hospital often hosts wellness events and sponsors numerous road races and runs. Not to mention, it successfully vaccinated the majority of Wayne County with the COVID-19 vaccine. Sheron describes the hospital as a health resource, "We're not only a place you can come to when you're sick but also a place for information and education about healthcare."

Here are some of the Hospital's most instrumental resources:

Children's Advocacy Center:

Located on the hospital's campus, the center provides a safe place for children who are victims of sexual abuse. The quiet house allows victims to comfortably recover in a private setting while receiving the medical attention they require.

Community Care Network:

The Community Care Network is a collaborative learning program between the hospital and the College of Wooster. The program guides students along a course created specifically by the hospital. The course is led by hospital volunteers called "health coaches" who teach students and assist them in traveling outside the hospital to care for patients in their homes. The goals of the program are to promote community wellness and reduce the number of unnecessary hospital visits. In addition, the program gives students the opportunity to test the waters in the healthcare industry before applying to medical school.

"The program is a triple win," said Sheron. "The college wins by receiving assistance in attracting more pre-med students, the hospital wins because it keeps some of the so-called 'frequent fliers' out of the emergency room, and the community wins because it keeps health costs down locally – it's all voluntary, we don't bill these people, we treat them for free."

The Beaverson EMS Institute:

The privately funded Beaverson EMS Institute provides emergency medical supplies and advanced education to local area rescue squads. The hospital currently has 14 squads under its command.

Senior Partners Program:

The Senior Partners program is a free service available to those 50 years and older. Through the program, the hospital provides annual e-newsletters, monthly educational dinner programs, and several discounts on medical supplies, screenings, and more.

HealthPoint:

Wooster Community Hospital's HealthPoint facility is a large fitness center located on the hospital's campus. The center houses a spacious gym area, warm-water pool, free weights, and multiple exercise studios. From sports-specific training to yoga and Pilates, HealthPoint offers numerous fitness classes well suited for anyone and everyone.

In addition to its dedication to health and wellness, the Wooster Community Hospital is also actively involved with the Wayne Economic Development Council (WEDC). The hospital has played an important role in serving the community and assisting the WEDC in its recruitment efforts.

"We've been a sponsoring member for years and we really enjoy the council's educational programs," said Sheron. "Anytime the council is trying to attract a new business, we try to get in front of them and talk about what we do, why it's a great community, and why we're such a great hospital."

In terms of its future, Sheron stated, "In three to five years, we will continue to grow as we are connected to the growth in the county."

With Wayne County's unique blend of academia, research, and unbelievable farms, growth is definitely in the future. With the help of each other and those alike, there is no doubt in anyone's mind that Wayne County and the Wooster Community Hospital will continue to advance and prosper.

To learn more about the Wooster Community Hospital, visit its website at <https://www.woosterhospital.org>.

