

## Vibra Healthcare Welcomes Shirley Martell as CEO of Vibra Hospital of Richmond



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[Vibra Healthcare](#) is pleased to announce Shirley Martell, MBA-HCA, BSC, BCE, as the chief executive officer of Vibra Hospital of Richmond.

As CEO, Martell will provide operational and strategic direction for the [critical care hospital](#) located in Richmond, Virginia. She looks forward to serving the community and leading the hospital team in delivering care to patients suffering from medically complex conditions who require extended periods of hospitalization.

"I am thrilled to welcome Shirley Martell to our organization," said Wayne Mackey, Vibra Healthcare's chief human resources officer. "Shirley is an accomplished healthcare leader who has a keen focus on quality and performance without sacrificing compassion and kindness. She has a sincere interest in and commitment to fostering just, innovative workplace cultures — and I am confident that with her experience and spirit, she will inspire and motivate all who have the pleasure of working alongside her."

A skilled healthcare executive, Martell is well-suited to lead the hospital. And as an engineer by background, she brings a unique perspective to the role.

Martell began her healthcare career as an environmental services director. Subsequently, she held the positions of chief engineer and plant operations and facilities director before being promoted to chief operating officer of a 365-bed Miami hospital.

"Being very process-driven, I see huge potential for developing uniform processes and improving efficiency across the healthcare platform," Martell said. "A uniform approach enhances physician and community relationships, reduces errors, increases efficiencies, and lowers business costs."

But Martell's expertise in process is matched by her passion for people. "The key to building a sustainable future and delivering exceptional outcomes begins with taking care of those who take care of patients," she shared. "My passion is supporting others and ensuring that they are satisfied, whether that's developing people into their desired [careers](#) or meeting them where they feel most valued. The greatest asset to a healthcare organization, or any organization, is its employees."

Martell holds a master's degree in business administration with an emphasis in healthcare management from Colorado Technical University, a bachelor's degree in civil engineering from West Virginia University, and a bachelor's degree in chemistry from Marshall University. She is a Certified Six Sigma Process Improvement Green Belt and an active American College of Healthcare Executives (ACHE) member. She also serves as a public speaker on human capital and a diversity, equity, and inclusion spearhead.

Outside of her work, Martell enjoys time with family, game nights with friends, community fundraising events, and outdoor play with her miniature schnauzers. Her hobbies include biking, tennis, boating, learning languages, serving on innovative boards, and visiting art museums.

Source: [Vibra Healthcare](#)

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