



Danielle Bynum, OMC

Director of Operations - Physician Practices
Gerald Champion Regional Medical Center
New Mexico

Organization Description:

Gerald Champion Regional Medical Center, (GCRMC) is a private non-profit acute care medical center located in Alamogordo, New Mexico. GCRMC is the largest non-government employer in Otero County. GCRMC has a catchment area of 200,000 people spanning from counties in west Texas clear across to the New Mexico–Arizona border. GCRMC also serves and supports Holloman Air Force Base. GCRMC celebrated 73 years of providing healthcare to the citizens of Alamogordo and surrounding communities in August of 2022. The medical center is governed by a nine-member board of directors, composed of community members and medical providers.

GCRMC is licensed for 99 inpatient beds, a 35-bed behavioral health department, a 12-bed acute rehabilitation department and 30+ outpatient clinics. GCRMC has 1,150 employees and 140 medical staff members.

Gerald Champion Regional Medical Center continues to grow to support the Alamogordo Community along with surrounding communities and fulfil the mission of being an organization where patients choose to come, physicians want to practice, and people want to work.

Education:

Bachelor's in Communication Studies Minor Business Administration

Previous Involvement with Boards:

N/A

Contributions to UCA and the Urgent Care Industry:

GCRMC is a UCA Accredited center, the first Accredited center in New Mexico

Awards, Honors, Community Involvement:

2022 Director of the Year 2022
OMC Credential, MGMA

Vision for the Future of Urgent Care and Core Purpose for UCA for the next 3-5 Years:

I believe that UCA will lead and guide the Urgent Care industry and serve as the organization to help navigate Urgent Care Centers and organizations through the forever evolving industry of healthcare. UCA has the power and community to present to the industry what is right in healthcare.

Brief Biography:

My name is Danielle Bynum, and I was born and raised in New Mexico. Ever since I can remember I had dreams of how I could serve and help others within the field of healthcare. During my college years I discovered my love for communication studies and talent for business administration. I had a unique interest in cultural studies along with public and population health, which led me to study abroad in Spain my junior year of my undergraduate degree, which I was convinced would lead me to traveling the world finding populations and people to serve.

While completing my graduate degree and beginning my career in healthcare, the unfortunate circumstance of my mother being laid off from her position occurred. When this happened, I decided to move back to my hometown to help her get on her feet and stabilize her living situation. When I moved back, I was fortunate enough to find an opportunity to serve the community I grew up in as Director of Operations for Physician Practices at Gerald Champion Regional Medical Center. The position allowed me to continue my pursuit of serving in healthcare while staying close to home, but little did I know I would fall in love with GCRMC as an organization as they entrusted me with several large projects to benefit and grow our community.

Gerald Champion Regional Medical Center grew me as a professional by investing in me to attend conferences, seek certifications, and by giving me the tools, equipment, and support to be innovative and play a major part in growing our organization and physician practice clinics. Currently I oversee 12 clinics for GCRMC, which include the following service lines: primary care, pediatrics, weight management, gastroenterology, pain management, Urgent Care, and a family medicine residency program. Within my service lines, I hold two accreditations: UCA Accreditation and ACGME Accreditation.

Gerald Champion Regional Medical Center and the service lines I support under my direction have given me purpose professionally in my own hometown community that I once thought I had to travel countries and overseas to find. My husband, my three sons, and I share a great, safe, quality of life in Alamogordo and I have the best career of caring for those who care for so many: my providers and clinic staff in each and every one of the clinics I oversee.

Disclosures:

none