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### **Doshier names new marketing leader**

SOUTHPORT--James M. Goss is the new director, Marketing & Community Relations, at Doshier Memorial Hospital. Goss has 19 years of experience in healthcare marketing and communications, and reports to Doshier President and CEO Tom Siemers.

Goss joins Doshier from Jennie Stuart Medical Center, Hopkinsville, Ky., where he worked in a similar position for three years.

He also was the public relations and marketing leader for CentraState Healthcare System, Freehold, N.J., for 10 years, and Bon Secours Health System, Richmond, Va., for six years.

Goss is a frequent speaker on healthcare marketing and communications, and is active with chambers of commerce, health-related and other civic groups.

Previously, he was a radio and television reporter and news director in Tulsa, Ok. He earned a Bachelor of Science Degree from the University of Tulsa.

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