

<https://www.thelundreport.org/content/tim-goldfarb-leads-foundation-medical-excellence>

Tim Goldfarb Leads The Foundation for Medical Excellence

by Diane Lund-Muzikant for *The Lund Report*,

June 15, 2015

Tim Goldfarb is returning to Portland in July following a 13-year absence to become president of The Foundation for Medical Excellence. In 2001, Goldfarb left the City of Roses to join Shands Health System in Gainesville, Florida as its CEO.

In one of Goldfarb's first appearances, on July 27, he'll moderate a discussion about healthcare reform featuring T.R. Reid, best-selling author of "The Healing of America," and chairman of the Colorado Foundation for Universal Health Care. That event is being co-sponsored by Physicians for a National Health Program, and is intended for friend of the Foundation.

Goldfarb takes over from Dr. Edward Keenan, PhD, who passed away from natural causes last August following a six-year tenure at the helm. Since then a medical student scholarship has been set up. Donations can be made by either sending a check to the Foundation, One SW Columbia #860, Portland, OR. 97258, or by visiting its website at www.tfme.org.

Vicki Fields, director of education, knew Keenan well, having initially worked for him at Oregon Health & Science University before joining the Foundation as director of education.

"He was absolutely the kindest person I have ever met, and had a positive word to say about everyone," she told The Lund Report earlier. "And he never blamed people for making mistakes but listened and figured out a good way to fix things. He was very respectful to everyone and considered everyone's needs first and foremost."

Goldfarb, meanwhile, is a familiar face to Portlanders, having been director of the University Hospital and healthcare systems at Oregon Health & Science University where he privatized the hospital.

At Shands, he oversaw significant changes, including the opening of its cancer hospital, and brought the health system and the academic health center closer together, resulting in the hospital system changing its name to UF Health. Goldfarb, 65, last served as executive vice president for regional and government affairs.

"That experience was the only time I thought lightning would strike for me. Lightning does strike twice, and it's been fun," Goldberg told the Gainesville Sun, referring to his time at Shands.

Last month, according to the Tampa Bay Times, Goldfarb met with Governor Rick Scott, asking to be appointed to the governor's new Commission on Healthcare and Hospital Funding. But, the Republican governor passed over him, along with three other healthcare professionals, including Steve Sonenreich, president of the Teaching Hospital Council of Florida and the CEO of Mount Sinai Hospital in Miami Beach, who had enthusiastically recommended him

Goldfarb also serves on the executive board of the National Association of Public Hospitals. He is a former board member of the Trauma Center Association of America. He previously served as chairman of the Council of Teaching Hospitals of the Association of American Medical Colleges and chair of the Oregon Association of Hospitals and Health Systems.