



FOR IMMEDIATE RELEASE

Russell Medical Names Bob Phillips as New Chief Executive Officer

ALEXANDER CITY, Ala. - February 3, 2026 - Russell Medical announced today that Bob Phillips has been named its new chief executive officer, effective March 16, 2026. Phillips succeeds Jim Peace, who has served as CEO since 2008.

Phillips joins Russell Medical from Saint Francis Health System in Tulsa, Oklahoma, where he has served since 2021 as vice president of clinical services. In that role, he was a member of the senior leadership team and provided systemwide oversight for oncology, radiology, respiratory therapy, and physical medicine and rehabilitation. His responsibilities included supervision of inpatient ancillary services, as well as oversight of the Saint Francis Cancer Center, a network of outpatient physical therapy clinics, multiple outpatient imaging centers and sleep labs. He also served on the Saint Francis board for two joint ventures, including an inpatient rehabilitation hospital and a network of non-hospital imaging centers.

“Bob Phillips is a highly respected healthcare leader with a strong record of operational excellence and a deep commitment to patient-centered care,” said Hugh Neighbors, chairman of the Russell Medical Board of Directors. “His experience leading complex service lines, strengthening hospital operations and building strong community partnerships has prepared him to lead Russell Medical into its next chapter. We are excited to welcome Bob and his family to our community.”

Prior to joining Saint Francis, Phillips served as executive director of GuideSafe Testing from 2020 to 2021, an initiative led by the University of Alabama at Birmingham Heersink School of Medicine that provided COVID-19 screening for colleges and universities across Alabama during the pandemic.

Phillips also brings extensive healthcare leadership experience in Alabama, having spent 20 years with Baptist Health System/Brookwood Baptist where he served nine years as president and CEO of Walker Baptist Medical Center and an additional two years as CEO of Shelby Baptist Medical Center.

He holds a Master of Health Services Administration and a Master of Business Administration from UAB and earned a Bachelor of Arts in American History from Washington and Lee University.

Phillips and his wife, Emily, have three children: Walt, Maggie and Addie Kate.

“It is an honor and privilege to have the opportunity to join the outstanding team at Russell Medical as CEO,” Phillips said. “Emily and I have been so impressed with the level of community engagement and support for the hospital and the essential services they provide throughout the region. I’m excited to partner with our board, physicians, staff and community as we continue moving the organization forward.”

Outgoing CEO Jim Peace reflected on the leadership transition and Russell Medical’s continued commitment to quality care; “the search committee has worked diligently to identify the next CEO for our hospital and I’m honored to support their choice in Bob Phillips. I think his leadership background, coupled with his experience and commitment to safe, quality care makes him the best candidate for the next healthcare chapter for our community and all we serve.”