



Memorial Minute

From the Desk of CEO John Harris

Friday, December 17, 2021

Wishing you and yours a happy and healthy holiday season

2022 Shaping Up To Be A Big Year For Memorial

Despite the COVID-19 pandemic's impact on our community and our operations, 2021 saw many significant milestones and improvements here at Memorial. As we prepare to turn our calendars to 2022, I am very pleased to share several exciting developments that are on the horizon as we strive toward being the major regional referral center in Southern New Mexico:

- Key additions of talented physicians to our Medical Staff in the areas of Cardiovascular Services, Women's and Children's Services, Ear, Nose and Throat, General Surgery and Gastroenterology.
- The launch of our Memorial Difference marketing campaign, which highlights powerful patient stories in a number of specialties.
- A continued focus on growing our Robotic Surgery program and other cutting-edge surgical technologies.
- The debut of a grow-our-own training program for medical assistants and patient care technicians.
- Enhanced relationships and interactions with key community partners such as New Mexico State University, Las Cruces Public Schools, the city, county and the Chamber of Commerce.

As always, we will accomplish these tasks and more with a number one priority of delivering high quality and safe care. Thank you for your support of Memorial in 2021 and into the future.

Welcome



Wilfredo Crespo, MD, FACS
Cardiovascular and
Thoracic Surgery



Addition of Cardiovascular, Thoracic and Vascular Surgeon Grows Memorial's Services

I am very excited to announce the addition of Wilfredo Crespo, MD, FACS, to the Memorial Medical Center Medical Staff. Dr. Crespo is a bilingual, Board-certified Cardiovascular and Thoracic Surgeon. The addition of this very talented and personable surgeon fills a need in our region and continues to demonstrate Memorial's commitment to growing our cardiovascular services.

Dr. Crespo completed his Fellowship in Cardiovascular Surgery at Montefiore Medical School at the Albert Einstein College of Medicine in New York City. He specializes in adult cardiac surgery; coronary artery disease; valvular heart disease; peripheral vascular disease; lung cancer; carotid artery disease; and hemodialysis vascular access.

Please join me in welcoming Dr. Crespo and his wife to our community. Make an appointment by calling 1-800-424-DOCS or learn more via the "Find a Provider" tab on [our website](#).

Welcoming Karen Matthews, Memorial's New And Very Talented Marketing Director


Please join me in welcoming our new Marketing Director, Karen Matthews to the Memorial team. Karen will be instrumental in building upon our marketing campaigns, public events and outreach, and relationships with community leaders and businesses.


Karen joins us from Austin, Texas, where she was a Regional Marketing Manager at the prestigious Baylor Scott & White Health system for 16 years.

She is a graduate of the University of Texas at Austin with a bachelor's degree in Journalism. She recently completed her master's degree in Integrated Marketing Communications from West Virginia University. She is very excited to explore and get to know the Las Cruces and Mesilla Valley community.



Karen can be reached [via email](#) or at 575-556-6518.


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