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FOR IMMEDIATE RELEASE

Bronson Healthcare Welcomes New Executive Leaders to Drive Strategic Growth

Kalamazoo, MI — December 2, 2025 — Bronson Healthcare is proud to welcome three new leaders to its executive team who bring a wealth of collective experience in healthcare strategy and transformation.

"These leaders bring exceptional talent and vision to Bronson," said Bill Manns, President and CEO of Bronson Healthcare. "Their expertise will help us tackle important issues facing healthcare organizations today and inform our ongoing innovation around how we deliver care to our communities."

Michael Hamaker, MHA, recently joined Bronson as Vice President of Post-Acute Care Services.

He brings more than 25 years of leadership experience across non-profit health systems, academic medical centers and for-profit organizations. In this role, Hamaker provides strategic direction for Bronson's continuum of care, focusing on improving access and ensuring seamless transitions between care settings. Hamaker holds a Master of Healthcare Administration from Ashford University and a Bachelor of Science in Biology and Communication Arts, with an emphasis on Public Relations from Hillsdale College. Michael is Lean Six Sigma Green Belt certified.

Darrell Keeling, PhD, MBA, CHCHIO, CDH-E, CPHIMS, CISSP, has been appointed Chief Technology Officer and Vice President of IT Infrastructure and Cybersecurity Operations.

Dr. Keeling leads Bronson's technology strategy and innovation initiatives, guiding the organization through its next phase of digital transformation with a strong focus on infrastructure modernization, cybersecurity, and operational excellence. Dr. Keeling brings more than 25 years of experience in information technology leadership, including the past decade dedicated to healthcare IT and cybersecurity. He is widely recognized as a thought leader and frequent speaker, recently named a "CISO to Know" by Becker's Health. In addition to his leadership role, Dr. Keeling serves as an adjunct professor at Carnegie Mellon University and McKendree University, helping to build the next generation of IT leaders. He earned his PhD in Information Technology from the University of the Cumberlands and holds an MBA and Bachelor of Science from McKendree University.

Michele Szczypka joins Bronson as Vice President and Chief Marketing Officer. In this role, she leads system-wide marketing, communications, reputation and brand strategy. Michele has more than 25 years of experience in healthcare marketing, holding prior executive roles at nationally recognized health systems such as Trinity Health and SSM Health. Her work has earned national recognition, including three Emmy Awards, Crain's Top 50 Women in Marketing and On-Con's Top 100 Marketer. Szczypka holds a bachelor's degree from Central Michigan University.

About Bronson Healthcare

Bronson Healthcare is a not-for-profit, locally governed health system serving southwest and southcentral Michigan. As the region's leading healthcare provider and largest employer, Bronson has over 9,000 employees, more than 1,700 medical staff members and 747 licensed beds. With the largest Medical Group in the region, Bronson offers a full continuum of care across 70 locations, including four acute care hospitals in Kalamazoo, Battle Creek, Paw Paw and South Haven. Bronson is home to southwest Michigan's only Level 1 Trauma Center, children's hospital and high-risk pregnancy and birthing center.