



VISN 9 Office of
Communications
www.visn9.va.gov

1801 W. End Ave., Ste. 600
Nashville, TN 37203
(615) 695-2195

News Release

FOR IMMEDIATE RELEASE
October 1, 2021

Contact: Judy Williams Public Affairs Officer
Judy.Williams@va.gov, O: 502-287-5502

New Robley Rex VA Medical Center Director Named Jo-Ann Ginsberg brings leadership, proven experience to Louisville Veterans and staff

Louisville, KY — The Department of Veterans Affairs (VA) is pleased to announce the appointment of Jo-Ann Ginsberg as the new director of Robley Rex VA Medical Center, Louisville, Ky. Ginsberg will oversee a comprehensive healthcare system classified as a Complexity Level 1b tertiary care facility that provides care to nearly 45,000 unique Veterans in 35 counties from Ky. and southern Ind., with an operating budget of approximately \$512 million.

“We are pleased to appoint Jo-Ann Ginsberg as the new director of Robley Rex VA Medical Center,” said Mr. Gregory Goins, interim director, Veterans Integrated Service Network 9 (VISN 9). “Her sound leadership qualities and proven experience will be valuable assets for the facility, the employees and volunteers, and for the Veterans, we are honored to serve. We anticipate that she will transition to this role at the medical center on October 24th.”

Ginsberg previously served as the medical center director of the Marion, Ill. VA Health Care System since October 2016. Her prior leadership assignments include Associate Director, Patient Care Services, VA Black Hills Health Care System in S.D., from September 2011 until her appointment to this position. She also served as Acting Medical Center Director, VA Black Hills Health Care System in S.D., from February 2015 to August 2015. From April 2008 to September 2011, she served as the Designated Learning Officer and Acting Associate Director Patient Care Services/Chief Nurse Executive, Cheyenne VA Medical Center, Cheyenne in Wyo.

Ginsberg holds a Bachelor of Science degree in Nursing and a Master of Science in Nursing from Hunter-Bellevue School of Nursing, New York, N.Y.

Robley Rex VA Medical Center is part of the VA MidSouth Healthcare System, which includes five VA medical centers: Louisville and Lexington, Ky.; and Memphis, Mountain Home; and Nashville/Murfreesboro, Tenn. Louisville is an integral part of VISN 9 and recently awarded an \$860 million contract to construct a new, state-of-the-art medical center within the city limits.

#