



## George G. Couch, DHA, FACHE Program Director - Healthcare Management, Gannon University

Dr. George Couch is Program Director of Healthcare Management graduate and undergraduate programs and a faculty member Gannon University's Dahlkemper School of Business. He received his Doctorate in Healthcare Administration from the Medical University of South Carolina in 2017. Dr. Couch obtained his Master's in Business Administration from West Virginia University and his Bachelor of Arts in Interdisciplinary Studies at Bethany College, West Virginia. His professional background includes: Chief Executive Officer of Wetzel County Hospital, New Martinsville, West Virginia; President and Chief Executive Officer of Ohio Valley Health Services and Education Corporation in Wheeling, West Virginia; Vice President of Wheeling Hospital, Wheeling, West Virginia; and he was the owner and Administrator of New Martinsville Health Care Center, New Martinsville, West Virginia. Dr. Couch is a Fellow of the American College of Health Care Executives; a member of the Health Care Financial Management Association and Licensed Nursing Home Administrator. He was a guest lecturer in Health Care Administration at West Liberty University, has consulted to hospitals and healthcare organizations, and owns and operates GeoEquity, Inc. a commercial real estate development and investment company. Dr. Couch is a Rotary Paul Harris Fellow; former Chair of the West Liberty University Board of Governors; Past President of the West Virginia Health Care Association; past member of the West Virginia Hospital Association Board of Trustees; and has received numerous awards for community service and leadership.

### How did the DHA degree help enhance your career path?

I was the first member of both sides of my family to earn a bachelor's degree, and then a master's degree. I also wanted to be the first to obtain my doctorate. By achieving my DHA at MUSC, I accomplished an important personal goal while working toward a professional goal. This degree has allowed me to move into academia not only teaching, but starting both an undergraduate and graduate program in healthcare administration at Gannon University. My DHA, combined with my 30+ years of healthcare management experience, has given me the knowledge and skills to prepare students to become our next generation of healthcare leaders.

MUSC DHA Graduate:  
2017

Doctoral Project:  
The Financial Health of  
Hospitals: Critical Access and  
Rural Hospitals in West Virginia

Doctoral Project Chair:  
Kit Simpson, DrPH