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Alejandra Dreisbach: Improving - Inside Tucson Business (AZ) - April 27, 2007

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healthcare on both sides of the border

In just five years, Alejandra Dreisbach has made quite an impression when it comes to healthcare in Southern Arizona. She is vice president and CEO of TMC de Mexico. She serves as a liaison between Mexico and the United States in healthcare.

Before she arrived, Dreisbach already had plenty of experience spanning nearly two decades, mainly in the northeastern United States. Before that she worked in Saudi Arabia for the Minister of Science and Technology managing turnkey programs, including the National Observatory.She found her way to Tucson when Tucson Medical Center recruited her to evaluate operations and conduct training programs. That led to her be offered her job running TMC de Mexico, which is establishing closer relationships in northern Mexico in an effort to attract paying patients and employees, particularly nurses, from educational programs.

Dreisbach is a teacher at heart. The part of her job she most enjoys is teaching and mentoring future healthcare leaders. She has taught at the university level in both the United States and Mexico, and has written in healthcare textbooks and other periodicals.

"I like having the opportunity to convey the knowledge that I have to the next generations of leaders in healthcare," she said.

She said she emphasizes to her students the importance of being knowledgeable in their fields of expertise and to remain connected to the latest developments. At the same time, she encourages them to remain flexible and adapt to the ever changing environment of healthcare. At the end of the day though, for Dreisbach it's all about making a difference.

"Healthcare is the best industry for challenging oneself," Dreisbach said. "Everyday we have the opportunity of making a difference in a patient's life."

Dreisbach believes she is a leader of business because she strives to strengthen the relationship between the United States and Mexico through mutual respect and understanding.

"I have been able to be a bridge between both cultures," she said.

She recognizes the United States has much more resources for healthcare than is available in Mexico. But, she says, despite the greater economic challenges, very good health care is available in Mexico.

She sees this as an opportunity for both sides of the border.

Dreisbach loves her organization and the opportunity to speak both English and Spanish assisting patients from the region on a daily basis.

By **Allison Hamila**

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