



Irving, TX, September 6, 2018—Frontera Strategies today announced that Anna Rojas, RN, MHA, CPHQ has been named CEO. Anna Rojas brings leadership, inspiration, operational experience, clinical and a passion for patient experiences to Frontera.

“We are very excited to have Anna leading the charge at Frontera. As a successful CEO of several healthcare facilities she brings a wealth of experience and leadership,” said Frontera Co-Founder, Nate Nelson. “Anna’s demonstrated leadership, expertise and success in healthcare will be invaluable assets as we carry out our mission of saving lives by enhancing the delivery of quality healthcare to innovative healthcare providers and employers in the United States.”

Anna previously served as District Chief Operating Officer for Kindred Healthcare DFW/EI Paso and San Antonio, Market Chief Executive Officer for Kindred Tarrant County, and Chief Executive Officer of Kindred Hospital Fort Worth Southwest. Her prior Clinical Leadership background involved Chief Clinical Officer, Director of Quality Management and Chief Nursing Officer positions.

“I am honored to join the Frontera team and look forward to leading our efforts to grow the business and save lives at the same time. I am excited to support the team and be part of an organization that embraces a culture of exceptional service and delivers clinical excellence by doing the right things right,” said Anna Rojas. “Being a Nurse leader, I’m excited to be part of an organization that enables doctors to provide the diagnostic testing their patients need.”

Frontera Strategies is the leading provider of in-office diagnostics and brings the diagnostic expertise of heart, lung, vascular, and neurological specialists into physicians’ offices. Frontera provides physicians with a complete range of mobile diagnostic services to help accurately diagnose disease or identify a preventive course of action.

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