



## **Professional Bio**

**Dorothy Gibbons**

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### **DOROTHY GIBBONS Chief Executive Officer and Co-Founder THE ROSE**

The sometimes quirky and always passionate, Dorothy Gibbons' career is filled with firsts.

Long before pink ribbons were synonymous with breast cancer, Dorothy's passionate advocacy for women, especially those in need, created a place that was the first of its kind, a place where every woman could receive quality care regardless of her ability to pay. Today, with an annual budget of over \$10 million, a staff of 100 employees, a Medical Staff of breast care specialists and a host of volunteers, The Rose provides breast health care to over 35,000 women every year.

In fact, just over a half a million women, insured and uninsured, have turned to The Rose since 1986 because of its commitment to women, its patient care philosophy and its high level of care. From mammograms to biopsies to treatment, The Rose excels in advanced digital imaging, mobile mammography, patient navigation and medical excellence. While copied throughout the nation, The Rose is headquartered in and its centers located in Houston, Texas.

When Dorothy and Dr. Dixie Melillo created The Rose they were resolved that it would be different; for Dixie the diagnosis and care of breast cancer needed to be done 'right' and for Dorothy women needed to be treated 'right.' Together they set out with great dreams and greater determination. From the beginning The Rose, a non-profit organization, used a sustainable business model: every insured procedure helped covered the costs of the uninsured. Grants, individual gifts and fundraisers are needed to supplement care and purchase capital equipment. Since The Rose first opened its doors, Dorothy has been at the helm.

Dorothy's leadership has led to many firsts – she employed patient navigators when no one had heard of that terminology, established a 500 + member strong Physicians Network that provides pro bono care for the uninsured; brought in the first truly portable and business adaptable Mobile Mammography units which now serves a 24 county area in southeast Texas, created the Breast Health Collaborative of Texas, the first female selected for the Community Health Leadership Award in 2008 by the Episcopal Health Charities, being named Houston's first "Fearless Woman" Awardee in 2011, the first recipient of the Trekker Award, and her first national award was as Yoplait's Breast Cancer Champion in 2012.

Dorothy's deep commitment that all women are heard, all women have quality care, is rooted in her own humble beginnings and cemented by the thousands of encounters she's had helping patients through the years. Reminded almost daily that access to care in Texas is still not guaranteed, that women still must make their way through a medical maze that is both confusing and, at times seemingly insurmountable, she has led The Rose to be more than a medical facility, to be, in fact, a caring community.

Like most women she juggles her professional and personal life, seldom finding a true balance. A published author, a wife, a mother, a yoga instructor, a lecturer at the Jung Center, the labels are many. Her education began with a BA in communications and has extended to embrace studies of women's roles in world religions, mythology and history.