

Agrace: Noel Nickel named vice president of innovation

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MADISON, Wis. – Agrace, a nonprofit, community-supported health care organization providing hospice care, supportive care, senior care and grief support to people in southern Wisconsin, has appointed Noel Nickel as vice president of innovation.

In his role, Nickel will identify, evaluate, and help execute new programs and initiatives to help Agrace better serve Wisconsinites who are aging, ill or dying. He serves on Agrace's Executive Leadership Team to provide thought leadership and influence action on strategic recommendations.

Prior to joining Agrace, Nickel spent 10 years with SwedishAmerican Health System of Rockford, Ill., a division of UW Health, most recently as its vice president of strategy and business development. There, he co-chaired the development of a strategic plan for UW Health within the northern Illinois region. During his tenure he worked to develop and open 10 new medical office buildings and developed several innovative partnerships with regional businesses, including Woodward, Inc. and Fiat Chrysler Automobiles.

Nickel is a graduate of Rockford University and earned a master's degree in business administration from Cardinal Stritch University.

"Noel's years of experience leading growth strategies, business development and primary care operations make him a respected leader in the health care community," said Agrace president and CEO, Lynne Sexten. "His guidance will help



drive a culture of innovation at Agrace and continue our legacy of supporting our community with services across the health care continuum.”

For more information about Agrace, call (608) 276-4660 or visit agrace.org.