

Reference:	FOI.19841.26
Subject:	Press releases
Date of Request:	5 March 2026

Requested:

Would HDUHB Communications and Engagement Directorate confirm that there was HDUHB Press releases for the appointment of a new Deputy Chief Executive, a new Executive Director of Nursing, Quality and Patient Experience, and a new Executive Medical Director?

Response:

Hywel Dda University Health Boards (UHB) confirms it did not issue press releases for the recruitment of a new Deputy Chief Executive, Executive Director of Nursing, Quality and Patient Experience or Executive Medical Director.

The UHB uses a range of recruitment methods and channels to share information, depending on the role being recruited to, the seniority of the post, and the level of public interest or external scrutiny associated with it.

All Executive roles are advertised widely through standard recruitment channels. This includes advertising on the NHS Jobs website, promotion on the UHB's own website, and the use of social media, video and professional networks to maximise the reach and attract a strong field of candidates. Typically, when the UHB announces a change to senior personnel, for example, the retirement of a member of the Executive Team, the press release will indicate how/when the recruitment of a successor will be made. An example of this can be seen within the press release link below, highlighting the retirement of the previous Director of Nursing, Quality and Patient Experience:

[Health board bids farewell to retiring Director of Nursing - Hywel Dda University Health Board](#)

The Chief Executive Officer role is the most senior Executive position within the UHB and as such, it is a high-profile appointment that attracts the wider public, stakeholders and media interest. In this context, the decision was taken to issue a press release to support awareness of the recruitment process and to demonstrate transparency around the appointment of the UHB's most senior leader.

Press releases are not routinely issued for all Executive vacancies and the absence of a press release for other Executive roles does not indicate a difference in the commitment to open and fair recruitment. All recruitment is carried out in line with NHS Wales principles, with the aim of ensuring posts are advertised appropriately and candidates are reached through suitable and effective channels.

Furthermore, press releases are used to announce the appointment of successful candidates to Executive roles, rather than to promote all vacancies during the recruitment process.

The UHB has applied an exemption under Section 21 of the FoIA to the press releases used to announce the appointments, as this information is accessible by another means and can be found on the UHB's website:

- Deputy Chief Executive - [Appointment of Deputy Chief Executive Officer - Hywel Dda University Health Board](#)
- Executive Director of Nursing, Quality and Patient Experience - [New Executive Director of Nursing, Quality and Patient Experience - Hywel Dda University Health Board](#)
- Executive Medical Director - [Appointment of Executive Medical Director - Hywel Dda University Health Board](#)