

## **Crossroads Medical Mission**

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### **Crossroads Medical Mission Announces Leadership Transition**

**BRISTOL, VA (February 1, 2025)** – Crossroads Medical Mission is proud to announce the upcoming retirement of Cindy Rockett as Executive Director, effective March 1, 2025. Rockett has served as the mission’s first and only Executive Director since its founding in 2001. Known for her visionary leadership and unwavering dedication, Rockett has played an instrumental role in advancing the mission’s efforts to provide compassionate, comprehensive medical care to uninsured and underinsured individuals in Bristol and neighboring communities.

Although stepping down as Executive Director, Rockett will remain on staff, continuing her commitment to the mission she has nurtured for over two decades.

During her tenure, Rockett guided Crossroads Medical Mission from its beginnings with a single mobile clinic to its current operations, which include a freestanding clinic on Scott Street in Bristol, Virginia in addition to the mobile clinic. Most recently, she has spearheaded the development of an integrative health program, incorporating behavioral health services, an addiction resource hub, and the renovation of an adjacent property to house the "HOPE at the Crossroads" initiative. Her servant leadership and dedication to the community leave an enduring legacy.

Dr. Tim Schwob shared thoughts about Cindy: “We all knew that Cindy Rockett was the person we needed to be involved and run it all. It was an immediate consensus, and I’m convinced that collective revelation came from God Himself! She has been everything and more than we expected.” Dr. Paul Derden adds, “Cindy brought greatly needed clarity, stability, and community outreach to the mission’s operations and presence in its early days, serving in multiple capacities, all with apparent ease. The long-standing presence, ongoing positive impact within the community, and its bright future are all directly connected to her vision, tireless efforts, and love.”

Succeeding Rockett as Executive Director will be Erin Faust, a long-time team member affectionately known as the mission’s “Secret Agent.” With nearly 15 years of experience at Crossroads Medical Mission, Faust has been diligently preparing for this role.

Reflecting on this transition, Rockett shared, “What a blessing it has been to have a fulfilling vocation and to pass the torch to Erin, who will continue to lead with the compassion and professionalism our patients, volunteers, and community have come to expect.”

Crossroads Medical Mission looks forward to this new chapter under Faust’s leadership, building on the strong foundation established by Rockett to continue serving the community with excellence.

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