



Eric Kidwell

Senior Vice President, Integrated Loyalty Systems

Eric brings the best of all the great speaker elements to his presentations: passion, storytelling and motivation. He masterfully helps to align individuals from many areas within an organization toward achieving the same overarching goal... of creating world-class patient experiences.

Eric's extensive skills have been honed over the past 20 years as an entertainer, marketer, coach and trainer. He started his career as a popular entertainer, performing in USO shows around the world and onboard the USS America, a role which launched his successful broadcast television career of 17 years as a Creative Director, Customer Service Trainer and on-air talent.

Recognized for his talents, Eric was recruited to lead Strategy, Marketing and Development for Riverside Health System in Virginia. Riverside employs nearly 10,000 care team members, including 430 clinical providers as part of Riverside Medical Group. It operates five acute care hospitals, a Rehabilitation Hospital, and a Behavioral Health Center. And, it has a Medical Education hub for Family Practice and OB/GYN residency programs, and the Riverside School of Health Careers. Eric revamped the orientation program, created engaging new training, and soon became the primary trainer for the 10,000 staff. In recognition of his ground-breaking work, Eric won the prestigious "Champion of Caring" award.

Today, Eric is a highly sought-after speaker, facilitator and coach for Integrated Loyalty Systems (ILS) and its Senior Vice President. Eric has conducted leadership keynotes and multi-day workshops for many top healthcare institutions including: Martin Health, Mercy Medical Group, Augusta Health, Carson Tahoe Health, Baystate Health's Pediatrics, Women's Services, Northampton Ambulatory Center and Franklin Medical Center.

Eric's ability to blend in allows him to be an excellent secret shopper of the patient experience. However, much of the source of Eric's material comes from his own personal experience: with his wife as she gave birth to their four children, his mother who continues to struggle with dementia in a long-term care facility, and his father who recently lost his long battle with lung cancer.

In his free time, Eric is a soccer coach and terrific dad. He graduated from James Madison University and currently lives in Orlando, FL with his wife and four children.

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