



CHRIS THRASH

Vice President, Integrated Loyalty Systems

Chris Thrash is a patient experience expert who partners with hospitals to build a culture of service excellence. In 1999, he founded Chris Thrash and Associates, and in 2019, his company joined forces with Jake Poore, founder of Integrated Loyalty Systems.

Chris is an award winning speaker and producer of training videos used by organizations, both nationally and internationally. His work has been recognized by the WorldFest International Film Festival. Chris holds his Masters in Healthcare Administration from Southern California University and is author of several books, *Everyday Heroes*, *At the HEART of Effective Leadership*, *Service Culture: An Employee Handbook* and *Leadership: Helping Others to Succeed*.

With over 30 years of healthcare experience, Chris has worked with hundreds of hospitals since 1999 including world class organizations like Mayo Health, Johns Hopkins Health System and Houston Methodist, just to name a few.

Chris moves his audiences to laughter and tears as he touches on the everyday challenges of creating exceptional service experiences. His high-energy style and personalized approach, combined with his humorous and inspirational messages, are just some of the reasons organizations ask him back year after year! As a speaker and facilitator Chris instills the power and impact of the positive service experience, creating an enthusiasm among hospital staff that penetrates throughout organizations long after Chris has left. His consulting expertise helps organizations create a customized, detailed plan for building and sustaining a service culture of excellence, which is why Chris joining the Integrated Loyalty Systems team is such a natural partnership.

Born and raised in Texas, Chris now resides in Orlando, FL, and is the proud father of two sons, Taylor and Cameron.

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INTEGRATED LOYALTY SYSTEMS *Elevating the Human Side of Healthcare*