



# CHRIS THRASH

Vice President, Integrated Loyalty Systems

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**Why** do I believe healthcare is the greatest career field that exists? I have had the privilege of working in hospitals and healthcare since I was 19 years old. For over 30 years, I've been blessed to meet not only some of the greatest minds in healthcare but make some of my closest friends across our beautiful nation.

**Why** did I start working in hospitals? When I was 19 years old, my Aunt Peggy, a medical records director, gave me the opportunity to train as a medical transcriptionist. Learning medical terminology, anatomy/physiology, and various medications was a great foundation for working in healthcare. Over the years, I would spend time in roles in Radiology, Nursing Administration, Public Relations, Marketing, Organization Development and Training.

**Why** am I passionate about the patient experience? In the mid to late 90s, I had the privilege to lead Midland Memorial Hospital from the 18<sup>th</sup> to 85<sup>th</sup> percentile in patient satisfaction in less than a year. We were named a finalist in Press Ganey's Best Success Stories. Because of this success, in 1999, I decided to launch my own consulting and speaking firm, Chris Thrash and Associates. After twenty years, I have now joined forces with Integrated Loyalty Systems and its founder, Jake Poore.

**Why** do I love what I do? Throughout my school years, I was very involved in speech events and theater. My dream was to perform on Broadway. I never realized that years later, God would bless me with the opportunity to use my creativity, performance and presentation skills to 'EDUTAIN' nurses, doctors and allied health professionals with comical stories, touching music and create teaching moments that bring great benefit to lives. That critical care nurse who comes up to me at the end of my class and says, "I can't remember the last time I cried. Thanks for sharing such powerful stories." Or Eddie, the Operating Room nurse in Dallas, tells me, "I've been a nurse for 50 years and this was the best keynote I've ever heard." God has blessed me with the opportunity to be a vessel of His appreciation that I have the honor to share with hospital staff every day.





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Vice President, Integrated Loyalty Systems  
President/CEO Chris Thrash and Associates

**Why** do I appreciate our “Everyday Heroes?” In closing, one of the most important reasons for why I love healthcare goes back to my niece, Leigha, who at the age of six was diagnosed with cancer. I spent many years traveling across the country to various children’s hospitals as we tried to find a cure for her particular cancer. Even though we lost Leigha at age 12, I will always be grateful for the caregivers who made such lasting impressions with her and my entire family. I have shared many of these stories over the years and they still remind me of the Everyday Heroes we have in hospitals and medical facilities across the nation.

