

CEO Speaker Series

WEDNESDAY, December 2, 2015

3:00 pm - 4:00 pm

ARTitorium on Broadway, 271 West Broadway, Idaho Falls

A FREE event sponsored by Melaleuca, Inc.

An Afternoon With

Doug Crabtree

CEO, Eastern Idaho Regional Medical Center



Eastern Idaho Regional Medical Center (commonly known as EIRMC by local residents) opened its doors to patients in December of 1986. Currently, there are 218 physicians on staff, with 1457 total employees, making EIRMC is the third largest private employer in Bonneville county. The hospital serves an average of 377 patients per day.

EIRMC is home to the only Level 1 Intensive Care Unit in Idaho, as well as many other unique services for their patients. They include the new Women and Infants Center to care for eastern Idaho's new mothers and babies, the pediatric intensive care unit specialized for children and adolescents to receive specialized care closer to home, care for stroke patients that earned the Gold Seal of Approval from The Joint Commission, and much more.

As a regional leader in health care, EIRMC works tirelessly to uphold the standard of care that residents of eastern Idaho and visitors alike expect.





Michelle Holt CEO
Greater Idaho Falls
Chamber of Commerce

One-On-One with Doug Crabtree

“Surround yourself with good people and give them the latitude to do good work. We can’t do what we do without 100% trust in and of the people we work with.”

In preparation for our upcoming **CEO Speaker Series Event - An Afternoon with Doug Crabtree**, I sat down with Doug to find out a little more about the leader behind Eastern Idaho Regional Medical Center; Bonneville County’s 3rd largest private employer and home to Idaho’s only Level 1 Intensive Care Unit among many other distinctions.

Since 1999, Doug Crabtree has led operations at EIRMC, our region’s largest medical center which employs more than 1450 employees and serving more than 375 patients daily. EIRMC’s specialty service areas include cardiovascular surgery, cancer treatment, trauma, neurosurgery intensive care for adults, children and infants and helicopter and ground medical rescue services, just to name a few.

When I asked Doug about the highly competitive and highly regulated industry of healthcare, he likened it to a successful fly fisherman. He explained to me how a serious fly fisherman will use a screen to catch bugs on the way to his sight to see what’s in the air, and will take time to turn over rocks to see the stages of the insect development in order to know exactly what to use as bait. *“The natural environment changes every day. The same is true of healthcare and regulations. You have to be focused on good outcomes; good quality. Evidence based practices, and what we have to do to ensure that.”*

To that end, Doug shared that in his opinion that most important leadership tool is to *“Surround yourself with good people and give them the latitude to do good work. Surround yourself with people who have honesty, integrity and an ethical foundation. We can’t do what we do without 100% trust in and of the people we work with.”* When I asked Doug who he turns to when he needs advice, he was quick to share the trust and respect he has for his leadership team. *“There is never an issue that the 10 of us can’t decide what to do to take the next step.”*

We discussed risks, and Doug shared his experience with the decision to build the recently completed Neonatal Intensive Care Unit. *“Everyone said it would be unsustainable. Now we save lives every day. It taught us to be bold in providing what our community needs. It was a tough decision under great risk. History doesn’t dictate, it’s about what’s right for our patients in the region. That’s how we make decisions.”*

Most impressive to me as the leader of a healthcare organization is the way Doug has walked the talk when it comes to leading by example when it comes to healthy living. Several years ago Doug attended a healthcare conference and the speakers message was that regardless of what ACA does, or what Idaho does, or what employers do, the message everyone needs to hear is that each of us is responsible for our own healthcare. At that time Doug admits to having been overweight himself saying that he wasn’t being a good role model for healthy living. Through a challenge by his daughter to train for a ½ marathon, and a weight loss competition in the hospital, Doug was able to take the weight off and keep it off. *“I intentionally didn’t join a fancy gym or work with a personal trainer. I had a pair of tennis shoes and I made time to do physical activity every day. I wanted to be an example that anyone can do it once they decide to. It doesn’t have to be extreme or expensive. I wanted to lead by example for my 1400 employees that everyone else can do the same thing.”*

Doug shared a statistic he heard recently about the difference between healthcare and health that has stuck with him, *“90% of health has nothing to do with healthcare. Its lifestyle, food, exercise, and work life balance.”* His advice to other employers *“Find a way to help your employees to manage their healthcare. At the end of the day it’s not about the deductible or the cost. Don’t wait for it to be mandated.. Help your employees live longer happier lives.”*



CEO Speaker Series Presented By: