



# CEO Healthcare ROUNDTABLE

## August 26, 2020 Webinar

### ***“Balancing Organizational Culture with COVID-19: Lessons Learned”*** with Tim Pehrson, President and CEO INTEGRIS Health



We are pleased to share the following summary of our CEO Healthcare Roundtable Webinar August 26, 2020 with **Tim Pehrson**, President and CEO INTEGRIS Health.

Tim has been the CEO of INTEGRIS over the past two years. INTEGRIS is the largest health system in Oklahoma with 20 hospitals, 179 clinics and 605 employed physicians.

#### ***Q: How do we successfully move from “response to recovery” with COVID?***

Tim shared that, in the immediate term, we can't really focus on moving from “response to recovery” as the challenge is that since we are still in a response mode, health systems need to organize themselves to do both – **respond** to the continued growth and presence of COVID while creating the processes and

operational support to simultaneously begin **recovery** of lost volumes and revenues.

#### ***Q: What long term changes will the COVID epidemic bring to care delivery?***

Tim and the INTEGRIS leadership team concluded during the early stages of the pandemic (within the first six weeks) that this virus was not a short-term issue and would be around for a long period of time. As a result, the leadership team made a decision to build the adjustment and response to the pandemic into the organization's on-going strategies and operations and not be totally distracted by its presence. Tim credited the success that INTEGRIS achieved with this approach to the INTEGRIS Leadership Operating System (LOS) which guides the entire organization.

#### ***Q: Going forward, what will the “New Normal” look like for our patients, caregivers, and health systems?***

Tim shared that the definition of “normal” is that it “feels familiar.” He then paralleled the experience of the Spanish Flu Pandemic of 1918 with the current

COVID pandemic stating that there are a lot of similarities. He shared his perspective that “we will get through this” but in order to do that, health systems need to take a leadership role in building trust and credibility through open, transparent communication with caregivers and the community. Tim then discussed the way INTEGRIS successfully changed its communication strategy from one of unintentionally creating additional fear and anxiety to one of education by focusing on encouraging the community, and INTEGRIS patients to be safe and cautious, but not avoid seeking needed care.

***What other lessons did you learn?  
Successes? Failures?***

Tim discussed the impact of COVID and the way that the INTEGRIS Leadership Operating System (ILOS) has been embraced by the organization. It has served as the basis for internal and external communication and transparency. It has also been a vehicle for everyone in the organization, no matter what their role, to share ideas and suggestions for improvement.

**TO VIEW THE AUGUST 26, 2020  
WEBINAR, CLICK BELOW**



Contact Alexis at [Alexis@HealthcareRoundtable.com](mailto:Alexis@HealthcareRoundtable.com) if you have questions about the Webinar.

**Be sure to hold the date on your calendar and watch for more details about the next Fall webinar!**

**October 28, 2020**



**Topic and Speakers to be Announced**

**Marty Hauser**

Facilitator, CEO Healthcare Roundtable

**Alexis Matic**

CEO, The Healthcare Roundtable

**CEO Advisory Network**

Senior Partners and Partners

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