



A Focus on Visioning: As a founding Partner of the *Difference Leadership Group*, Senior Faculty at the *Leadership Development Group* and a Fellow at the *Institute of Coaching* at the Harvard Medical School Affiliated McLean Hospital, Dr. Simpson works to strengthen the critical role that leaders play in supporting organizational resilience and transformation. Visioning is about exploring and finding the right expression of the specific purpose for the leader, team and the organization at the right moment in time. He has spent his career being attentive to this theme, integrating the skills of a seasoned clinician honed by treating individuals at all stages of life challenges with those of a skilled organizational leader. He pays attention to how to integrate the unique stages of a leader's growth and development with that of the Team they are building and leading in the context of the unique environmental factors influencing this process. His focus on assisting leaders to then establish psychological safety within their teams and in the coaching experience allows leaders to enact true transformation in themselves and their organizations.

Specific Leadership Skills: Dr. Simpson has developed the transactional skills of managing the Mission (focus, drive, technical skills, accountability) that are optimally unleashed by understanding and developing the transformational skills to focus purpose (visioning, creating and managing purpose, creating inspiration, reinforcing a culture of resilience). The combination of these skills allows a leader he is working with to develop the ability to engage others in a shared meaning through a distinctive compelling voice and message surrounded by a sense of integrity and strong personal values. Dr. Simpson assists leaders in reinforcing an adaptive capacity and applied creativity which reinforces a leader's ability to transcend adversity and emerge stronger than before by finding opportunity where others might find only despair.

Leadership: He is extremely effective in assisting new and seasoned leaders to accelerate their onboarding experience, setting early expectations for developing a leadership presence through effective communication and targeted skill acquisition. He has served in Senior VP Government Relations, COO and CEO positions that have given him strong experience with Regulatory matters related to CMS, Joint Commission and Federal, State and local legal requirements that require a focus on corporate ethics, compliance programs, product and patient safety. As one of the early founders of CompHealth, Inc, a leader in healthcare recruitment, he understands the challenges of entrepreneurial positioning, investment and IPO decisions.

Particular Skill with Physician Leaders: As a doctoral level clinician with an additional public health degree, he has worked extensively with Physician, Nursing and Executive leaders assisting in clarifying and managing medical management opportunities, a strong quality focus and addressing burnout that enhances strategies to create clinician and leader resilience through purpose focused teamwork. Having led complex healthcare organizations, he has worked extensively with executive, physician and nursing leaders as a partner, supervisor and executive sponsor in transforming care in small community hospitals, large tertiary care hospitals, psychiatric hospitals and across the community/hospital continuum of care. He brings an intuitive understanding also of the Board/CEO interactions on strategy implementation and the engagement of clinical leaders.

Leadership and Coaching Reputation: He is seen as a quick witted, outcomes focused, pragmatic and supportive transformational leader who can quickly assess and develop a focused plan for leadership success that assures accountability. As a seasoned executive leader and clinician, he brings emotional intelligence and administrative acumen to his work and intuitively and by training understands the interplay of personal and professional leadership dynamics. While coaching is not psychotherapy, a sound understanding of each is valuable in crafting an effective, reliable and personally meaningful coaching plan. In this regard, Dr. Simpson is known for his ability to assist leaders in being comfortable with introspection that assists an individual in understanding the interplay of personal growth and development as a leader at each stage of the life cycle. Additionally, he has extensive experience in coaching leaders in industries outside of healthcare.

Executive Leadership: From 2006-2016 he served as **President & CEO of the Brattleboro Retreat** ranked by *Modern Healthcare* magazine as number 12 on its 2016 list of the 15 largest behavioral health providers. In 2013 he launched a new partnership with Blue Cross Blue Shield of Vermont known as Vermont Collaborative Care, LLC. This groundbreaking approach to care management integrates the management of mental health and substance abuse services with those of traditional medical care and supports improvements in the quality, effectiveness, and efficiency of providing care by treating the "whole person" across all conditions setting the stage for Health Care Reform initiatives. Prior to joining the Retreat, Dr. Simpson served as **CEO of Arbour Hospital**, a member of Universal Health Services, Inc., in Boston; **Chief Operating Officer of Behavioral Healthcare and Sr. VP of Government Relations at the Sisters of Providence Health System**; and **VP of Behavioral Health and Cancer Services at Baystate Health System** where he co-led the system wide Medical Management quality program with a physician partner, Evan Benjamin, MD, Director of Community Innovation at Ariadne Labs.

Testimonials:

- **Phil Harkins, former Chairman Linkage, Inc.** "After observing his outstanding executive and leadership skills as a CEO of one of the largest psychiatric hospitals in the United States, I chose Rob to co-lead the Senior Executive Leadership forum with me at the Global Institute for Leadership Development. Rob has been working with me for over a decade in executive mentoring and coaching roles across the globe. He is a seasoned top executive who understands the significant challenges that leaders face, but more importantly he possesses unique abilities to enable leaders in a group context to work with other leaders to take their executive game to a new level."

- **Robyn Ostrander, MD, Director, Division of Child and Adolescent Psychiatry Maine Medical Center.** "Dr. Rob Simpson has an extremely rare combination skill set. He has all the experiences, relationships and mettle of a Vermont CEO. He's a truly gifted executive coach, as well as a creator of environments of trust among executives and teams. From those places of authenticity can come leaps forward in performance."

- **Michael P. Krupa, Ed.D., CEO and Founder, Health Partners New England, TaraVista and MiraVista Behavioral Health Center.** "I have the good fortune to have known Dr. Rob Simpson and his work over many years as a colleague, Board Member, GILD participant and as a fellow CEO. Rob greatly expanded my knowledge of organizational development and my own development as a leader. Rob perfectly blends his personal leadership experience and the best literature on leadership, personal development, and organizational health. Rob has inspired me and everyone around him to grow and develop, to use our limited time on this earth to be a positive force for the good."

Education:

- Choate Rosemary Hall, *Harvard Trophy*
- Amherst College, BA, *Woodward Scholarship*
- Simmons College, MSW, *Weisenfeld Scholarship*
- Harvard School of Public Health, MPH
- Univ. of Utah, DSW, *Phi Kappa Phi., Marriner S. Eccles Scholar*

Awards:

- **Official Citation 2005 Massachusetts Senate & House of Representatives** for effectively advocating for the mental health of patients in the Commonwealth.
- **American Hospital Association Grassroots Champion 2011,** for effective delivery of the hospital message to elected officials broadening the base of community support and advocated tirelessly on behalf of patients.
- **Founders Award - Brattleboro Development Credit Corporation 2012,** "For enhancing the economic vitality of the region."
- **Behavioral Healthcare Champion 2014,** "Chosen for his unique brand of dedication, courage, inspiration and excellence as a behavioral healthcare leader."
- **Southern Vermont Leadership Award 2015,** "Given in Recognition of sustained and effective efforts to mobilize leadership for economic development."
- **Anna Marsh Award 2015** - In Recognition of a Lifetime of Advocacy and Leadership on Behalf of People with Mental Illness and Addiction.
- **National Football Foundation and College Hall of Fame Henry A. Butova Award 2019** as '68 Co-Captain Amherst College Football "Given annually to a former football player who has distinguished himself in later life."

US Patent: # 8,500,719 B1: Catheter Support Medical Device

Select Publications: - "Integrated Primary Care, the Future of Medical & Mental Health Collaboration" 1998. W. W. Norton & Company.

- "Mental Health, Guns, and the President's Plan", Brattleboro Reformer (January 2013) Op-Ed

- "Embracing a Culture of Continuous Improvement", Vermont Digger, (November 2013), Op-Editorial

- "The Importance of Context in Our Dialogue about Mental Health & Addiction Treatment" Brattleboro Reformer, (February 2014) Op-Ed

Select Client Consultations:

- "CEO Transition Strategies", Mystic Aquarium, July 2022-ongoing.
- "Population Health Needs - Diversification Strategies" CEO & Board, Southwestern Vermont Medical Center-Dartmouth Hitchcock Nov 2020-March 2021, February 2022
- Executive Coaching SVP Clinical Services & Physician Coaching, Chief Physician Quality Officer, Chairs & Vice Chairs Depts. of Anesthesiology & Urology, Univ. of Massachusetts Health System 2019-ongoing ⇄
- Executive Onboarding-Coaching Physician President to develop a Vision for Central Maine Health System 2018
- Executive Leadership Coaching -Takeda & GSK Pharmaceuticals 2019-ongoing ⇄
- Physician Leadership Coaching - Chief, Acute Care Surgery, Atrium Health 2019-ongoing ⇄
- Physician Leadership Coaching- CMO, Calvary Hospital NYC, NY 2020 ⇄
- "Leadership Assessment & Coaching" Helmerich & Payne 2017-2020

Select Professional Coaching, Consultations & Presentations:

- "Health Care Reform: One Provider's Perspective on Integrating Mental Illness, Treatment, Epidemiology, Stigma & Addiction" Vermont Association Hospitals & Health Systems, 2015, 2016
- "Strategic Board Consultation -Mission & Purpose" - Spruce Peak Performing Arts Center," Stowe, VT, 2016
- "Building a Transformational Leadership Culture," H&P, 2017-2021
- "Renewing Purpose Leading to Change & Transition Management for the Operations Team" Central Maine Health System 2018
- "Creating a Team Charter that Enables a Team of Teams Approach to Break Down Organizational Silos" GlaxoSmithKline, 2021-22 ⇄
- "High Performing Teams & Maximizing Emotional Intelligence in Leadership" UMass Medical Urology & Anesthesiology Executive Teams- 2020-ongoing ⇄
- "Leadership Lessons for CEO's From the COVID Crisis: The Progression from Crisis Management to Fatigue to Depression to Resilience." Vermont Business Roundtable, October 2020
- "Leadership Skills for CEO's to Create a Culture of Resilience", Workshop for The Leadership Development Group, Inc. Nov 2021
- "Clarifying Scope & Responsibilities Chief, Acute Care Surgery" Atrium Health 2021-ongoing ⇄