

DOUG CROPPER

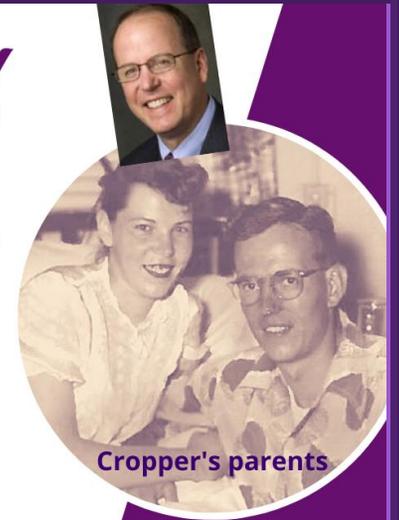
*Board Member since 2011
Executive Committee Member*

It's a lot for any young kid to go through—watching a parent/caregiver suffer from a serious sickness. But Doug Cropper's childhood was slammed with a double whammy. *Both* his parents had major illnesses before he was 9 years old. "These were during my formative years. The experience very much shaped me," admits Cropper. He was only 4 when his mother became severely ill, following a miscarriage. "Blood clots went to her lungs and heart. She was lucky to live," he remembers. Just a few years later Cropper's father was diagnosed with a severe case of diverticulitis [when bulging "pouches" form in the digestive tract and become inflamed and infected]. Cropper recalls his dad was debilitated for nearly 12 months. But there was a silver lining to it all. Both parents got great medical care and it gave hope (and a vision) to a rather worried little boy. "Growing up, I knew I wanted to go into healthcare." And that's exactly what he did. Cropper started out as a surgical orderly while an undergraduate at the University of Utah. He was then trained as an OR tech. Upon graduation, he shifted to business and healthcare administration and attended the University of Minnesota Masters Healthcare Administration program. Today, he's Genesis Health System's President and CEO. "It's a very humbling thing to be a CEO," says Cropper. "I truly have an impact on all fronts—from setting the culture and strategy of the organization within, to providing a quality level of care to our surrounding community." And he points out the Quad City Health Initiative (QCHI) is closely connected to why he went into healthcare in the first place. "We have the two competing health systems, business reps, government officials, educators, non-profit leaders and they all come together for the good of the community," emphasized Cropper. "In some cases, we may be competitors, but under QCHI we're collaborators for the greater good." By the way, Cropper's mother *and* father lived into their 70s, 30+ years after being so sick. "My motivation, throughout my whole career, has been to make a difference for all those other kids who want to see their parents/grandparents get well." And a motive like that continues to benefit many—families, the community, and QCHI.

Board Stories

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Cropper's parents



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