

BOB ERICKSON

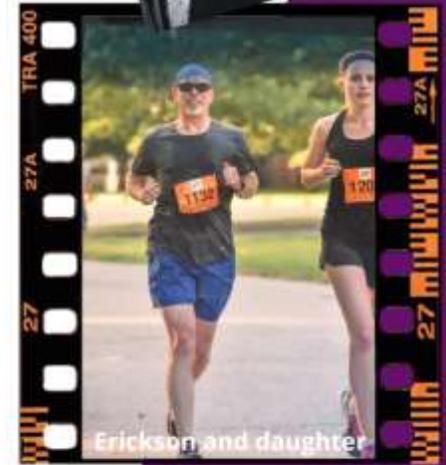
*Board Member since 2020
Executive Committee Member*

It may be Bob Erickson's professional passion to shape broad strategies and keep all the wheels turning at one of our largest local health systems, but he's also a big believer in focusing on the individual. "I try to be visible and round a lot...I sincerely worry about how each member of our workforce is taking care of themselves," says Erickson, who oversees nearly 3,500 UnityPoint Health – Trinity employees. And how does a President and CEO take care of *himself*? Well, it's a careful, calculated balance. "I try to stay physically active [in fact, Erickson used to run half marathons until a spinal injury forced him to slow down]. I walk daily with my wife, Cindy. I watch my diet. And I practice meditation. I think silence and quietness are really grounding." That balanced focus aligns well with the Quad City Health Initiative and is why Erickson was enthusiastic to join QCHI's Board soon after he came to the Quad Cities. "QCHI is leading the way by example—focused on keeping the community well," says Erickson. And the Initiative *does* that, he points out, by collaborating with, convening, and/or involving many sectors. "QCHI tears down silos and maybe competitive agendas... Look no further than the pandemic. We're all much stronger together," emphasizes Erickson. And he's convinced each role is critical—whether you're a community engager or a surgeon. "All [in healthcare] can make a difference," says Erickson. And being impactful, he insists, comes down to passion and conviction. "You can't dabble in leadership or board work...You have to believe in it." One could say Erickson has made a lifestyle of caring about health. He starts each day committed to the wellbeing of his employees, their patients, the community, and himself.

Board Stories

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Health Initiative