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# Power Play: A New CEO is Crafting an Impressive Game Plan at Bon Secours St. Francis Health System

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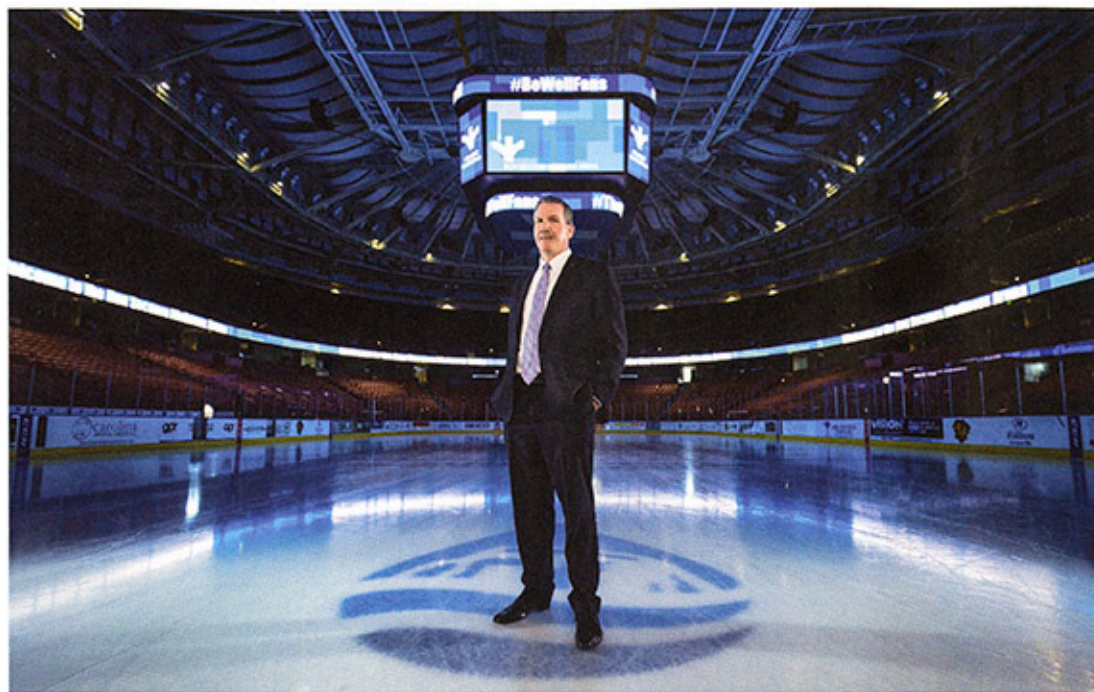
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## UP CLOSE

### Power Play

A new CEO is crafting an impressive game plan at Bon Secours St. Francis Health System.

There's a Harry Truman quote that **Craig McCoy '93** likes to keep in mind while communicating his vision to his team at St. Francis: "It is amazing what you can accomplish when you do not care who gets the credit." It's an aphorism that serves him well in his role as the new CEO of Bon Secours St. Francis Health System, where he has been charged with running—and revitalizing—hospitals everywhere from Phoenix to Atlanta.

A huge part of that charge, he says, is "getting people to understand where they plug in" to the complex hospital framework, "especially if you're asking them to do something they don't fully get, because they are running at a 5,000-foot level, and you are looking at it from a 30,000-foot level."

McCoy, however, understands things from the ground level: He began his health care career by serving seven years as a paramedic in Greenville. His appointment last May as CEO is therefore something of a homecoming for the third-generation Furman alum and Greenville native. "To be able to come and do this in my hometown is so cool for me, knowing how much we can impact. We can make this the best community anywhere."

Though part of McCoy's job today is to "develop and define a vision" for hospital systems, he is the first to admit that while enrolled at Furman, his own future was not so clear. He followed in his grandfather's and father's footsteps by choosing the school, and his course of study (business administration) was general

because "I didn't know what I wanted to do." During a stint lifeguarding at the PAC Center as an undergrad, however, he became curious about what would happen if there was an emergency on his watch. A connection at the church youth group he worked with provided him the opportunity to go on a Friday night ride along with Emergency Medical Services (EMS). He was hooked. "I realized I love taking care of people."

A week before his graduation, McCoy enrolled at Greenville Tech and started working for the county while in paramedic school. During that time, McCoy realized EMS administration wasn't ultimately the route he wanted to go. So, he started looking elsewhere. "For me, there was more interest in hospitals. I get

bored easily. I like change and different things. We do so many different things in the acute care and hospital setting."

Having found his path, McCoy worked full-time as a paramedic and attended graduate school at night, pulling off a three-year degree in a year and nine months with a 3.94 GPA.

His achievements since launching his career in health care systems are no less impressive. Besides turning around flagging bottom lines, McCoy considers his greatest successes to be when he is able to "get a team of people to believe in themselves again" within an organization that has been struggling.

Although he visibly lights up when reminiscing about his hands-on days as a paramedic, he relishes his current role in patient care, where he is responsible for "providing resources, setting up strategies, finding different ways to build business models and help people access health care."

Part of the appeal of Bon Secours St. Francis, however, is its faith-based mission. As a devout Christian, McCoy says this aspect "resonates with me very much. Sure, we have to run it efficiently and effectively as a business, but at the end of the day, that's not what we are all about. It's really how we take care of the vulnerable, the poor, and the dying in our community."

To that end, McCoy is excited for St. Francis to "be the catalyst" in Greenville for making health care accessible to disadvantaged sectors of the community.

"[Driving change] is going to take a lot of hard work, but it's not impossible by any means." ●

—Morgan L. Sykes