

Trish Baise, DNP, RN, NEA-BC, FACHE, FAONL

Professional Experience

East Carolina University Health – Greenville, NC

01/2023 – Current

A not-for-profit 9 hospital academic health system with over 15,000 employees

Chief Nursing Executive, ECU Health

Responsibilities: A transformational executive nursing leader responsible for advancing clinical excellence, standardizing nursing practice, and elevating patient outcomes across the health system. Provides strategic oversight for all aspects of nursing operations, ensuring the consistent delivery of safe, high-quality, patient-centered care and an exceptional patient experience. Leads the development and execution of the organization's long-term nursing strategy, fostering a culture that attracts, develops, and retains top nursing talent while creating meaningful and rewarding professional career pathways. Champions innovation in care delivery, quality and safety initiatives, high reliability practices, fiscal stewardship, nursing research, and academic advancement. Drives organizational performance through a strong commitment to clinical excellence, operational effectiveness, nurse engagement, and evidence-based practice, positioning the health system as a leader in patient care, workforce excellence, and healthcare innovation. (05/2023-01/2026 temporarily expanded responsibilities to include Chief Nurse at East Carolina University Health Medical Center in addition to Chief Nursing Executive for the ECU Health System)

- Creation of 3-year nursing strategic plan
- Creation of corporate nursing structure – operations, excellence, strategy
- Improved nursing engagement from 33rd percentile to 77th percentile
- Nursing turnover reduced from 22.1% to 12.1%
- Multi-million-dollar savings annually through recruitment/contract reduction
- Successful ANCC Magnet re-designation
- Creation of academic-practice partnerships across the region
- Creation and deployment of daily management system
- Creation of nurse executive fellowship
- Creation of nurse externship with 93% converting to employment
- Shared decision-making restructuring and reinvigoration

- Nursing branding and communication strategies – annual report, nursing summit
- Significant improvements in pressure injury, CLABSI, CAUTI and other NSI
- Float pool and virtual observation creation/expansion

Atrium Health – Charlotte, NC

09/2020 to 01/2023

An integrated not-for-profit 40 hospital-health system with over 70,000 employees

Vice President/Chief Nurse Executive, Atrium Health Cabarrus

Responsibilities: Executive leader of a 457-bed acute care teaching hospital offering a complex array of inpatient and outpatient services including a Level III Trauma Center, a Children's Hospital, 2 free-standing Emergency Departments, a Cancer Center, and a Heart and Vascular Center. Facilitation of unprecedented expansion of clinical services in one of the fastest growing counties in the country. Responsible for providing leadership, direction and administration of all patient care activities, nursing practice standards, and education across all inpatient units and multiple emergency departments and ambulatory care sites of care located throughout Cabarrus County. Responsible for key improvements in performance through a focus on quality, patient safety, high reliability, fiscal responsibility, patient experience, innovation, growth, and employee engagement.

- 10% increase in inpatient and 25% increase critical care capacity – consistently at census 500+
- Top decile infection performance with decrease in CLABSI/CAUTI during pandemic
- Recruitment/Retention Strategy – focus on alignment with schools with 200% increase in new graduate hiring and addition of night-time mentors. Staffing model innovation pilots including team nursing, LPNs, NA1+4, exercise physiologists, respiratory therapists and additional upcoming pilot.
- Creation and deployment of culture initiatives - 15 percentage point increase in teammate engagement scores – preparing to replicate across the Atrium enterprise
- Lead for Atrium enterprise - fall reduction, virtual patient observation and standardization of vascular access teams
- ANCC Pathway to Excellence underway – targeted designation in 2023
- Leapfrog Safety Grade from B to A
- Restructure of Nursing Administration, Administrator on Call and deployment of tiered huddles/escalation policy to ensure closed-loop 7-day/week safety focus.
- HCAHPS likelihood to recommend rank improved by 25 percentile points.

Ballad Health System (Previously Mountain States Health Alliance)

Johnson City, TN

08/2009 to 09/2020

A not-for-profit \$2.1 billion 21 hospital health system with over 15,000 employees

System Vice President/Chief Executive Officer-Behavioral Health, 04/2018-09/2020

Responsibilities: Responsible for developing the system behavioral health strategy and bringing all operations under a division leadership structure with a population health focus. Creation and execution of \$85 million/10-year behavioral health plan focused on crisis intervention, infrastructure, behavioral health integration and expansion of substance use disorder services as part of merger agreements with Tennessee and Virginia. CEO of operations at 14 sites in 2 states including 186 inpatient beds, outpatient services, employee assistance, tele-psychiatry, crisis evaluation, substance use treatment and behavioral health transportation.

- 98% on time completion of new programs in support of certificate of public advantage (COPA) in TN and cooperative agreement (CA) in VA
- Awarded 3 multi-million-dollar grants
- Press Ganey Guardian of Excellence
- >60% reduction in behavioral health ED boarding system-wide
- Deployment of Just Culture and De-Escalation Program
 - 89.6% decrease in restraint utilization
 - 33% decrease in nursing turnover
 - 52% reduction in team member injuries
- Deployment of virtual health and one-call for behavioral health

Vice President/Chief Executive Officer, 01/2018 to 11/2019

Responsibilities: CEO for Franklin Woods Community Hospital, Woodridge Hospital and President of Overmountain Recovery. Directing the development of the organizations' long term strategic and business development plans to ensure the organizations' growth, development, and continuing viability.

- CMS 5 Star Rating
- Leapfrog Safety Grade A
- Becker's Top 100 Community Hospitals
- Nursing turnover decreased to 8.8%
- ED LWOT <1%

System CNO Council Chair, 07/2016 to 01/2018
Chief Nursing Officer, 11/2014 to 01/2018

Responsibilities: System CNO council Chair with responsibility for nursing strategic plan and system-wide nursing practice and policy. Overall nursing operations for Franklin Woods Community Hospital and Woodridge Hospital with 10 direct reports, 600 indirect reports and \$100 million in net revenue.

- Development of 3-year strategic plan for MSHA nursing focused on recruitment and retention
- ANCC Pathway to Excellence Designation (2016)
- Strategic focus on smart growth with a 27% increase in EBITDA since FY14
 - 12% increase in admissions
 - 25% increase in outpatient services
 - 10% increase in ED visits
 - 26% increase in surgical volume
 - 198% increase in endo volume
 - 10% increase in deliveries
 - 89% increase in outpatient CT volume
 - 19% increase in outpatient MRI volume
 - 42% increase in outpatient ultrasound volume
 - 74% increase in outpatient nuclear medicine volume
 - 40% reduction in transfers out of the facility
 - 15% increase in CMI
 - 15% decrease in LOS
- Medication HCAHPS increased from 20th percentile to 90th percentile
- Device associated infections reduced by 50% and 69% reduction in c Diff rates
- 5% reduction in nursing turnover
- Recipient of Truven Top 100 Hospitals (2016,2017) and Everest Awards (2016)
- Deployment of Just Culture – Leapfrog Safety Grade from D to A
- Tennessee Nurses Association Employer of the Year (2017)

Associate Chief Nursing Officer, 11/2012 to 11/2014

Responsibilities: Overall operations for all nursing services, nursing practice/quality and patient throughput at Johnson City Medical Center/Niswonger Children's Hospital – a 514 bed Magnet designated academic medical center/level I trauma center with 6 direct reports, 1000 indirect reports and \$500 million in net revenue.

- Implemented nursing residency program with 100% retention of participants 1 year post-orientation

- 33% decrease in ALOS/GLOS
- Implemented nursing driven catheter removal protocol and central line bundle (system-wide) with 25% reduction in device associated infections
- Achievement of top quartile productivity targets (COTH)
- Development and implementation of nurse manager leadership training course and nurse leader certification review course (system-wide)
- Nursing communication HCAHPS increase from bottom quartile to top quartile

Director of Patient Care Services, 08/2010 to 11/2012

Responsibilities: Overall operations for inpatient nursing services and patient throughput at Johnson City Medical Center with 10 direct reports and 750 indirect reports.

- Implementation of lean process improvement throughout ED and inpatient nursing departments
- Implementation of Project RED with 42% reduction in readmissions and 29% reduction in LOS
- Reduction in labor expense/stat by 4%
- Implementation of ventilator bundle and mobility program with 0 VAP for 36 months
- Co-authored and oversaw successful implementation of orientation curriculum for critical care, medical-surgical, emergency and cardiovascular services
- Lead for structural empowerment work/writing for Magnet re-designation

Manager of Patient Flow Operations, 08/2009 to 08/2010

Responsibilities: Oversight of patient throughput and incident command activities to include leadership, coordination, education and community interaction for Johnson City Medical Center/Niswonger Children's Hospital.

- Pillar Award for Safety for role as Operations Chief during incident command for 2 week closure of nearby hospital resulting in medical surge
- Facilitator for multiple patient flow initiatives with improvement in throughput metrics

Education

Doctor of Nursing Practice – Health Systems Leadership, 2016

Vanderbilt University

Master of Science in Nursing – Health Systems Leadership, 2012

Vanderbilt University

Bachelor of Science in Nursing, 2010

Grand Canyon University

Associate of Science in Nursing, 2002

Excelsior College

Prior Teaching Experience

Adjunct Faculty – BSN and MSN programs, 2013-2017

King University, Bristol, TN

Licenses/Certifications

- Registered Nurse, North Carolina #328285, Exp 10/31/2026
- Fellow - American College of Healthcare Executives, Exp 12/31/2028
- Nurse Executive, Advanced (NEA-BC), ANCC, Exp 07/10/2030
- Fellow – American Organization for Nursing Leadership

Professional Affiliations

- Fellow/Member - American Organization for Nursing Leadership (2012-present)
 - Planning Committee: 2024 to present
 - System CNE Forum: 2024 to present
- Member – American Nurses Association/North Carolina Nurses Association
- Member – North Carolina Organization of Nurse Leaders
- Board Member (2017–2019) - Tennessee Nurses Association
- NCHA – Workforce Advisory Committee (2022-2025)
- Joint Commission Chief Nurse Executive Council (2024-present)
- Press Ganey Nurse Executive Advisory Council (2025-present)
- Pitt Community College Nursing Advisory Council (2024-present)
- ECU College of Nursing Academic-Practice Partnership Co-Sponsor (2023-present)
- North Carolina Statewide Nursing Apprenticeship Advisory Board (2026-present)

Presentations/Publications

2026: National Webinar, Press Ganey, Discover what drives nurse engagement: ECU Health's cultural transformation

2026: Podium Presentation, AONL Annual Conference, Co-Designing the Future: The Power of Nursing Led Transformation

2026: Panelist, Duke School of Nursing, 1st Annual Rural Health Symposium

2025: Keynote speaker, NCNA Psych Retreat, Nursing in Rural Healthcare: Embracing Change and Co-Designing the Future

2025: Keynote speaker, Marcus Evans CNO Summit, Nursing in Rural Healthcare: Embracing Change and Co-Designing the Future

2024: Poster Presentation, NCONL, Advancing Nursing Practice and Excellence through Co-Design

2019: Breakout Session, TNA, Cultivating the Leaders of the Future

2017: Breakout Session, Press Ganey, Medication Communication: Impact of Ask 3 Teach 3 on Patient Experience