



Gerard van Grinsven

**CEO and President, Henry Ford West
Bloomfield Hospital (USA)**

Netherlands-born Gerard van Grinsven, a former Ritz-Carlton executive, has spent much of his career in the hospitality, food and beverage industry, travelling on an incredible global odyssey through the the worlds most acclaimed hotels.

Wherever he goes van Grinsven's commitment to service excellence is legendary.

“To be successful and provide great customer service, it all starts with creating a positive environment for your employees” he says. If they feel like they are being treated with trust, respect and dignity and are empowered to make decisions, the service they provide to customers will be exceptional.”

Taking this philosophy of employee and customer engagement he spent three years planning the design of the Henry Ford West Bloomfield Hospital. Ensuring the best food, a full service wellness and integrative medicine centre Vita, retail shops, 90 seat kitchen that holds cooking classes for patients and the community, this is not your typical hospital.

“In addition to the great clinical excellence we bring to the table, we are creating a community centre for well-being , instead of just a hospital;” Says van Grinsven.

The ultimate goal, van Grinsven says, is for the hospital to catalyze the development of a new model for the delivery of heath care, one that lowers costs through wellness prevention.

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