



Robert G. Larrison, Jr., FACHE
President
Carolinas Rehabilitation
Atrium Health

Robert leads Atrium Health's Rehabilitation Network of 8 rehabilitation hospitals/units, 45 therapy clinics and 3 PM&R practices throughout North Carolina and Georgia. In addition, he serves on the board of Atrium Health's LTACH partner, Carolinas Continue Care.

During his 30 year career, he has served in a variety of roles at Duke Health, WakeMed Health & Hospitals, VNA of New Jersey and the Region One Health in Memphis, TN. Since joining Atrium Health in 2004, he has held various leadership positions and serves on several volunteer advisory boards. In 2020 he concluded a three-year term as a member of the American Hospital Association's Long-Term Care & Rehabilitation Governance Council.

Dedicated to patient safety and outcomes, in 2009 Robert founded the Patient Safety Organization known as EQUADRSM (Exchanged Quality Data for Rehabilitation) which was the first AHRQ certified Rehabilitation PSO in the U.S.. EQUADRSM is now the premier benchmarking Rehabilitation PSO for non-profit rehabilitation hospitals in the U.S. with over 6 million rehabilitation patient days and 40 member institutions. To date, EQUADRSM has helped member healthcare systems avoid over 1300 potential harm events with an estimated cost savings of an estimated \$13 million through benchmarking, best practice sharing and rapid cycle improvement.

In 2019, the American Hospital Association awarded Atrium Health's flagship rehabilitation hospital, Carolinas Rehabilitation, with the prestigious American Hospital Association's Quest for Quality Prize for the impact EQUADRSM has had on performance improvement over the past decade.

Robert received his bachelor's degree in Occupational Therapy (BSOT) and his Master's in Business Administration (MBA) from East Carolina University and is a Fellow of the American College of Healthcare Executives.