



Norvell V. Coots, MD  
President and CEO, Holy Cross Health  
President and CEO, Maryland Region, Trinity Health  
HolyCrossHealth.org



*Where:* Aspen Hill, Burtonsville, Gaithersburg, Germantown, Kensington, and Silver Spring Maryland

*Ownership of Business:* Non-profit

*Size of Business/Number of Employees in Montgomery County:* 501+

***Describe how you and/or your organization invest in your employees. (e.g., benefits, professional development, workplace culture, etc.)***

Holy Cross Health is very committed to the health, financial security, well-being and work-life balance of our colleagues. We support our colleagues by providing a full range of benefits, programs and policies that respond to their needs and add to the overall success of the organization, including insurance and retirement benefits; flexible scheduling and paid time off; and wellness and colleague assistance programs.

We offer professional development at all levels of the organization, from a School at Work program to help colleagues with limited formal education prepare for post-secondary education, to tuition assistance and access to a variety of higher education programs, to ongoing professional continuing education. To ensure the strength of our future workforce we offer internships and are a training site for students in a variety of health professions.

We offer highly competitive compensation and our commitment to promoting the common good has led us to establish a minimum wage of \$15/hour. Additionally, our Pathways to Independent Employment program provides job opportunities to individuals

who may otherwise be overlooked for employment due to lack of work history, lack of education or prior legal offenses.

***What local and state regulations, policies, and/or approaches to the local economy are most helpful to you and your organization to attract and retain talent? Why is this important to you and the success of your organization?***

Holy Cross Health employs more than 4,200 colleagues whose wide range of skills and talents enable us to be successful in meeting the health care needs of the community. Holy Cross Health wants all of our colleagues, from entry level to highly trained professionals, to have the opportunity to live and thrive in the community we serve. That requires excellent education, effective transportation systems, affordable housing and a commitment to public health and safety. Our ability to care for our community is enhanced by a workforce that is personally committed to our community.

**Bio**

Norvell V. Coots, MD, is the president and CEO of Holy Cross Health and president and CEO of the Maryland Region of Trinity Health. He is a retired Brigadier General, former Commanding General and CEO of Regional Health Command Europe, and Command Surgeon, U.S. Army Europe and Seventh Army. He has more than 20 years of executive experience in all aspects of health care management and medical administration.

Dr. Coots attended Howard University and subsequently earned his undergraduate degree from the University of the State of New York, Regent's College (now Excelsior) in Albany, N.Y., his Master of Strategic Studies from the U.S. Army War College in Carlisle, Pa., and his Doctor of Medicine from the University of Oklahoma Health Science Center College of Medicine in Oklahoma City, Okla. After a transitional internship at the William Beaumont Army Medical Center in El Paso, Texas, he completed a dermatology residency at the Brook Army Medical Center in San Antonio, Texas.

**Description**

Holy Cross Health is a Catholic not-for-profit health system that serves nearly 250,000 patients each year through Holy Cross Hospital, Holy Cross Germantown Hospital, 10 primary and specialized care centers, and a wide range of community health programs. Our team of more than 4,200 employees, 1,500 community-based physicians and 550 volunteers is committed to providing innovative, high-quality and accessible services that meet our community's diverse health care needs and improve overall health. Holy Cross Health is a member of Trinity Health, one of the largest Catholic health care systems in the nation.

**Awards**

- 2017 Workplace Excellence Seal of Approval Award from the Alliance for Workplace Excellence – Holy Cross Health is the only health care provider in Maryland to receive this recognition every year since its inception in 1999 (18th consecutive year). Holy

Cross Health also received from the Alliance for Workplace Excellence the 2017 Health and Wellness Seal of Approval Award (for the tenth consecutive year), the 2017 EcoLeadership Award (for the ninth consecutive year and every year since its inception in 2009) and the 2017 Diversity Champion Award (for the sixth consecutive year).

- 2016 Outstanding College/Corporate Partnership Award for Holy Cross Health and Montgomery College by the American Association of Community Colleges (AACC)
- In the 2017-2018 U.S. News & World Report national rankings of "America's Best Hospitals," Holy Cross Hospital tied for highest ranking hospital in Montgomery County, Md., ranked eighth (tied) in the Washington, D.C., metro area, and ranked eleventh (tied) among all the hospitals in the state of Maryland.
- 2010-2013 Top Performer on Key Quality Measures recognition for Holy Cross Hospital, one of only 147 U.S. hospitals and the only hospital in Maryland, Washington, D.C., and Northern Virginia to earn this distinction for four adult measures, four years in a row, from The Joint Commission, the main accreditation organization for U.S. hospitals.
- Leadership in Energy and Environmental Design (LEED®) Gold Certification for Holy Cross Germantown Hospital in 2015 and Holy Cross Hospital's South Building in 2016 by the U.S. Green Building Council

*To be featured in the MCCC "I Am An Employer" campaign, fill out your reasons for being a proud employer [here](#).*

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