

SONYA B. GRECK, MSN, RN
SENIOR VICE PRESIDENT OF BEHAVIORAL HEALTH, COMMUNITY INVESTMENT,
FACILITIES AND SAFETY NET SERVICES OF MISSION HEALTH



Sonya B. Greck has worked tirelessly in her commitment to the health and wellbeing of the western North Carolina community. Her 30+ years of hospital leadership reflect a consistent drive for operational efficiency, progressive strategic thinking, effective program implementation, professional development and recruitment for physicians and staff, and exceptional fiscal acumen – all with an impressive record of rapid deficit-to-surplus conversions. Her ability to balance current priorities with long-range vision has enabled her to meet urgent and emerging system needs while taking western North Carolina’s future healthcare requirements into account – two strengths which rarely coexist within the same leader. She employs these and many other talents as Mission Health’s Senior Vice President of Behavioral Health, Community Investment, Facilities and Safety Net Services.

Ms. Greck’s professional experience, community involvement, and educational accomplishments certainly benefit Mission Health, but it is her passion for bringing the importance of behavioral health services provision to the forefront – and supporting behavioral health caregivers – as a system-wide priority that is her most influential achievement. Her commitment to care quality and patient and staff satisfaction have contributed to consistent increases in positive patient outcomes and safety that earn Mission Health accolades year after year, and contribute to its being named a “Great Place to Work and Practice.”

Ms. Greck received her Bachelor of Science in Nursing from Clemson University and her Masters of Nursing Administration from the University of South Carolina. Her education and training led her to first work as a traveling nurse and staff RN, but she quickly assumed leadership roles at rural and urban hospitals in the Southeast.

Her Mission Hospital tenure includes varied positions that showcase her diverse talents. She has served as Administrative Director of Emergency Services, Vice President of Operations, Vice President of Regional Services, Vice President of Heart Services and COO of Mission Hospital, respectively. She also served as Transylvania Regional Hospital’s Interim Operations Consultant, COO, and Executive Vice President of Physician Entity. In these roles, she excelled at reorganizing and enhancing institutional operations, building relationships and facilitating negotiations between health administrators, CEOs and regional leaders; managing budgets and fiscal challenges effectively and efficiently; overseeing facility expansion projects; gaining critical grant funding; and creating innovative programs.

As Interim Operations Consultant, COO, and Vice President of Physician Entity at Transylvania Regional Hospital, Ms. Greck created and implemented important hospital-wide IT changes that resulted in Electronic Health Record Implementation in accordance with “Meaningful Use,” which improves patient safety and satisfaction and strengthens privacy. She served another Mission Health member hospital – McDowell Hospital – as CEO for strategic development and operational efficiencies.

Prior to her current position, Ms. Greck assumed other key roles at Mission Health in which she deftly balanced gaining Joint Commission Accreditation for many programs, successfully recruiting key physicians, planning and building rural health clinics, and rolling out wellness programs while playing a key role in introducing telehealth services across the system, maintaining overall strategic excellence, and serving as a proactive force in building relationships with community organizations whose work focuses on behavioral health, trauma informed care, and social service provision.

Ms. Greck is an active member of several professional organizations, including Sigma Theta Tau, the American College of Health Care Executives, and the North Carolina Institute of Medicine. She takes her commitment to the community close to heart,

serving her neighbors through local organizations such as Community Care of Western North Carolina, the Eblen Charities Board, and the Western North Carolina Substance Use Alliance Steering Committee.