

HSHS: Megan Pfarr named chief executive officer for new rehabilitation hospital in Green Bay

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GREEN BAY, Wis. — Hospital Sisters Health System (HSHS) and Lifepoint Rehabilitation, an operating division of Lifepoint Health, have announced that Megan Pfarr will lead Hospital Sisters Health System | Rehabilitation Hospital as its first chief executive officer when it opens later this year.

Pfarr previously served as executive director of primary care for Prevea Health, where she managed the inpatient primary care (hospitalist) service across HSHS Wisconsin Market hospitals while overseeing a high-volume division that includes family medicine, internal medicine, urgent care, geriatrics and occupational medicine. She's held several executive leadership roles within both HSHS and Prevea, including Divisional Director of Therapy Services, and played a key role during the Covid-19 pandemic leading operations and vaccine initiatives in Northeast Wisconsin.

"We are thrilled that that Megan has accepted the opportunity to serve as the key leader for the HSHS Rehabilitation Hospital," said Bob Erickson, president and CEO, HSHS Wisconsin Market. "In our newly founded relationship with Lifepoint, it was critical to find a leader to bring this to reality that is aligned in our purpose, as well as performance and values with a proven track record for patient-entered care."

The rehabilitation hospital, which is currently under construction on South Taylor Street near HSHS St. Mary's Hospital Medical Center, will double the capacity of the existing inpatient rehabilitation unit at HSHS St. Vincent Hospital, expanding access to inpatient rehabilitation care in Northeast Wisconsin and addressing a growing regional need. This partnership allows HSHS St. Vincent Hospital to repurpose the

current inpatient rehabilitation unit to support acute care demand. Upon opening, Lifepoint Rehabilitation will manage day-to-day operations of the free-standing facility.

“Megan’s tenure with Prevea and HSHS evidence her passion for clinical and community advocacy, as well as her patient-first approach to service innovation and clear success leading highly engaged teams,” said David Stark, chief operating officer, Lifepoint Rehabilitation. “We are confident she is the right person to champion the culture of teamwork and care excellence we’re building at HSHS Rehabilitation Hospital. We look forward to supporting her as she builds her leadership team and prepares for the hospital’s opening later this year.”

Pfarr is a physical therapist and certified lymphedema therapist with a doctoral degree in physical therapy and a master’s degree in physical therapy from Saint Louis University. She has completed the American College of Health Care Executives (ACHE) Executive Series in addition to the American Medical Group Association (AMGA) Executive LEAP Series.

“The opening of HSHS Rehabilitation Hospital is transformative for the greater Green Bay area,” said Megan Pfarr, chief executive officer, HSHS Rehabilitation Hospital. “As an experienced physical therapist, I am confident that the resources and technology available to our clinicians in a dedicated, free-standing hospital like this one will be game-changing. I am honored to lead this team into a new chapter and know that we are stronger through partnership.”

When it opens to patients later this year, HSHS Rehabilitation Hospital will feature the only regional Traumatic Brain Injury (TBI) unit in Northeast Wisconsin. A team of expert rehabilitation professionals will provide care for adults who have experienced a loss of function or disability due to stroke, brain injury, spinal cord injury, neurological disorders, orthopedic surgery, amputation and other conditions. It will be additionally supported by the Prevea Health physicians who currently care for patients in the inpatient rehabilitation unit at HSHS St. Vincent Hospital.