

Brian L. Brassler, MSA, BSN, RN, FACHE

SVP & Chief Operating Officer, Spectrum Health, Grand Rapids

Brian Brassler is senior vice president and chief operating officer of [Spectrum Health](#), a \$6 billion not-for-profit integrated health system based in West Michigan. In this role, Brian provides operational leadership for the Spectrum Health Hospital Group with a focus on Grand Rapids. He focuses on quality and safety throughout the continuum of care, while reducing the total cost of care through enhanced engagement of team members.

Brian recently led Nexus, a systemwide, multiyear initiative that has transformed Spectrum Health's processes and coordination of care. Implementation of the Epic electronic health record is the primary focus of Nexus, which provides one electronic platform for coordinated care and revenue cycle efficiency and accuracy.

Additionally, Brian has served as Executive in Command of the Spectrum Health Command Center for the duration of the COVID-19 pandemic – providing operational leadership over COVID-19 Testing collection and COVID-19 Vaccine distribution.

Background

Brian joined Spectrum Health in 1990, working summers and weekends in the shipping and receiving department while completing a Bachelor of Science degree in nursing at [Calvin College](#), Grand Rapids, Michigan. After graduating, Brian was a nurse and nurse leader in the cardiovascular services department at Spectrum Health Butterworth Hospital. In 2004, Brian transferred to Spectrum Health Kelsey Hospital, where he assumed the role of chief operating officer. In 2007, he was named chief nursing officer of Spectrum Health United and Kelsey hospitals and served as president from 2013 until he joined the Nexus leadership team in 2016. He was appointed senior vice president and chief operating officer of Spectrum Health Delivery System in 2017, and most recently, in 2019, chief operating officer of Spectrum Health Grand Rapids.

He earned his Master of Science in administration at [Central Michigan University](#). In 2014, Brian was named a fellow in the [American College of Healthcare Executives](#).

