



Robert Morris

Rob is CEO of Complete Care, a company focused on providing access to high-quality emergency care. He brings over 30 years of healthcare experience to the role. Rob has managed a diverse array of acute, outpatient, and post-acute care functions, including hospital operations and service lines within large healthcare systems.

Complete Care has 15 freestanding emergency centers located in Texas and Colorado. Since 2018, the company has won more Press Ganey awards for high levels of patient excellence than any other emergency care provider in the country. Before becoming a founding partner with Complete Care in 2012, Rob served as a CEO for the Memorial Hermann Healthcare System in Houston, Texas.

Rob began his career working at the bedside as an ultrasound and radiology technologist. He gained leadership experience with the Baylor Healthcare System, where he completed an administrative residency and ultimately served as Vice President of Operations at Baylor Regional Medical Center in Grapevine, Texas. In his role with Baylor, Rob was responsible for managing a variety of hospital-based services including the emergency department. He received his BS in Health Services Administration from the University of Texas Southwestern Medical Center at Dallas and his MBA from the University of Texas at Arlington. Rob is past President of the Texas Association of Freestanding Emergency Centers. He is currently a board member and President of the National Association of Freestanding Emergency Centers.