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Mercy Southeast Names New Vice President of Mission Integration

AUGUST 07TH 2024 BY DEE LOFLIN

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Mercy Southeast welcomes a new vice president of mission integration, George Avila. He joins Mercy with an impressive background in helping health care organizations develop a common identity, experience and inclusive culture.

“George joins us with more than 20 years of progressive health care leadership experience,” said Ryan Geib, Mercy Southeast president. “He is adept at driving successful people strategies, cultural and mission integration and transformation, organizational development, change management and community health initiatives. These are important qualities as we work to blend the shared goals of Mercy and southeast Missouri in caring for this community.”

Avila comes to Mercy Southeast from CRISTUS Health in Dallas, Tx., where he served most recently as system vice president of change integration and previously as system vice president of mission integration.

“I have been blessed to serve in Catholic health in a variety of positions that have provided a sense of purpose and connection for me,” Avila said. “I am reminded that God creates straight paths with many lines, and I have felt Him guiding the way, which has taught me to always be open to the next adventure.”

As a child of immigrant parents who struggled to access and navigate the health care system, Avila added that he has always been drawn to ensuring all people have access to high quality and equitable health care. As a new leader at Mercy Southeast, Avila looks forward to “listening to our caregivers and community to understand their hopes for this new ministry. I know that together we will add to the exceptional legacy of SoutheastHEALTH and step forward into our new future as Mercy Southeast Communities.”

Avila earned his Master of Arts in health care mission from the Aquinas Institute of Theology in St. Louis and a Master of Arts in urban and regional planning-community health planning from the University of California – Irvine. He also holds a Bachelor of Arts in Spanish-bilingual education from the University of California – Irvine.

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