

Greg Efta

Implementation Specialist



With more than two decades of experience in professional healthcare consulting and professional speaking, Greg has been able to successfully merge two distinct styles into one highly effective approach. Whether a healthcare organization retains Greg for a keynote speech or an extended workshop, they greatly benefit from his combined approach. With the enthusiasm of a motivational speaker and the knowledge and practicality of a seasoned consultant, Mr. Efta can successfully apply critical process improvements in an invigorating manner that keeps employees engaged over time.

For more than 25 years, Greg has been helping healthcare organizations address and overcome their most critical problems and barriers. From an inspirational keynote address to an educational seminar to a hands-on, skills-based workshop, Greg can quickly and effectively connect with audiences and clients in any scenario. Mr. Efta is a nationally renowned speaker and his programs have gained him widespread recognition as a leader in healthcare consulting, research, and training.

Greg is the author of “There’s a Lot of ‘P’ in Healthcare” which is about discovering the Passion, Pride, Power, Patience, Purpose and Peace in healthcare. He is also the co-author of “Recruitment, Selection and Retention of Quality Staff”, which is a leading resource for long term care leadership. His passion and knowledge for healthcare spans a spectrum of topics and subject matter. His specific areas of expertise include the following: Employee Recruitment, Selection and Retention, Census Development/Marketing, Leadership Development, Team Building, and Safety on the Job.

Regardless of the topic or engagement a healthcare organization selects, Greg combines energy, knowledge, and humor to make the experience memorable. He always provides down-to-earth tips and techniques healthcare professionals can easily apply in their day-to-day work.