

## McLaren Medical Group appoints Chief Operating Officer



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McLaren Medical Group, part of Grand Blanc-based McLaren Health Care and manager of its network of more than 150 primary and specialty outpatient care centers in 26 counties across the state, has appointed Joel Keiper as its Chief Operating Officer.

While working directly with McLaren subsidiary hospital leaders, Keiper will lead the day-to-day operations of MMG practices, which collectively employ more than 430 providers, and oversee the organization's ongoing initiatives of physician recruitment, practice acquisition and expansion, and various process improvements to best serve its patients.

"Having been with McLaren for some time, I've been able to see the impact that our MMG providers can have on their communities," Keiper said. "Working with our team and the leaders at our hospital sites, I'm looking forward to collaborating on our shared goal of having these practices reach their full potential, ultimately benefiting the patients, their care, and their experience."

Keiper has been associated with McLaren Health Care for more than two years, initially as a consultant before joining the system as its Vice President of Business Development in December 2022. During his tenure, he has led multiple initiatives that resulted in the growth and expansion of McLaren Health Care services throughout Michigan.

"Working closely with Joel for the past several months, he's demonstrated his experience and understanding of our industry and how it can best meet the clinical and experiential needs of our patients," said Chad Grant, McLaren Health Care Chief Operating Officer and Interim President and CEO of McLaren Medical Group. "He has earned our confidence, and his background and knowledge make Joel an exciting appointment to this leadership position."

Keiper brings nearly 30 years of health care executive and business development experience to his new role, beginning his career as a consultant for Deloitte and The Advisory Board before joining Southeast Michigan health care systems in executive-level operations and development positions.

A Michigan native, Keiper graduated from Michigan State University with a finance degree before continuing his education at the University of Michigan, earning his Master of Business Administration and Master of Health Services Administration degrees as part of a dual program.

Source: [McLaren Medical Group](#)

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