



GUY COWART

CHIEF CUSTOMER SUCCESS OFFICER

CONSONUS HEALTHCARE

Listening carefully to customers, providing vital resources and bringing maximum value to their operations is Guy Cowart's primary focus as Chief Customer Success Officer for Consonus Rehab and Pharmacy. Throughout his professional life, most recently as President of Consonus Rehab, relationship-building has been central to his success. "It adds a different level of accountability and service when you're working with people you know and respect," he says.

The first ten years of his career were spent with Procter & Gamble, but he made the switch to health care in 1994, accepting a position with TheraTX. When the company was acquired by Vencare Rehab, Guy worked in business development, operations and as Western Region Director, before joining Consonus in 2001. After successfully bringing rehab operations to the California region, he served as Vice President of Operations, then President, from 2007 until 2023, overseeing the growth of the company to now serving more than 30,000 patients in 12 states.

Known for his energy, passion and relentless focus on innovation and quality, Guy is a well-traveled speaker and thought leader on topics including values-based leadership, using technology to improve outcomes and efficiency, recruiting and retaining top talent, and understanding Medicare reimbursement. He is a member of the American Health Care Association Therapy Policy Advisory Group and is a former Board member of the National Association for the Support of Long Term Care, where he still serves on the Membership Committee.

Guy is a dedicated foodie and wine aficionado who enjoys spending all the time he possibly can enjoying restaurants and tasting rooms in wine regions around the world. A graduate of the University of Mississippi, he still has deep ties to the area that will be most evident when you hear him talk. He is a Board member of the Vital Life Foundation, and supports the Make-A-Wish Foundation and Friends of the Children.



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