



Case Study: Director of Cardiovascular Services Recruitment

*A medical center in Georgia partnered with Corazon to implement an interventional cardiology (PCI) program. During this time, the need to recruit a **Director of Cardiovascular Services** became clear.*

Corazon's partnership with the hospital began in 2005 after Corazon formed a consortium of Georgia hospitals without onsite open heart surgery to join the C-PORTE study, which allowed them to provide PCI services to their communities. In collaboration with hospital leadership, Corazon conducted a **feasibility study** and created a **business plan** to support the service expansion.



Beginning in 2010 and continuing through 2011 and 2012, Corazon assisted with **preparation and submission of documentation to the Georgia Department of Community Health (DCH)** to provide PCI services under the new exception procedures that had been put into practice.

Following approval of the hospital's submission by the Georgia DCH, Corazon supported the implementation of PCI services and provided **locum tenens cardiologist coverage**.

It was during the implementation that the hospital **fully realized** the need to develop a service line approach for cardiovascular services and launched the **recruitment for a Director of Cardiovascular Services** while utilizing an **Interim Administrator** from Corazon's pool of candidates.

The Director position was new for the medical center, so Corazon launched the search by developing a job description customized to the specific needs of the newly-opened program. Based on findings from an onsite visit, along with information obtained during the PCI implementation support, the recruiter was able to best position the organization for success with the hire.

Corazon worked with the medical center's team to:

- Develop a job description for the new position
- Recommend salary
- Educate and prepare the Search Committee for the selection process
- Search and source candidates
- Market the position
- Coordinate candidate visits
- Provide input in the selection, offering, and compensation negotiations
- **Hire a Director of Cardiovascular Services within two months of kicking off the search**

Throughout the search process, Corazon's Consultant provided a consistent on-site presence that allowed for the continued development of the PCI expansion. Staff training was an area of great focus within the cardiac cath lab, emergency trauma center, and post-care units (both CCU and step-down telemetry). Corazon also fostered an agreement between the hospital and another medical center in the region for a unique and dynamic "hands on" experience that continues to generate excitement and provide staff with the expert clinical knowledge to maintain best practice care for this patient population.

Working through the hiring process:

Throughout the search process, and as an **added value** of Corazon's unique approach, the Recruiter worked closely with the Cardiovascular Consultant who was implementing the PCI program, which facilitated a better **understanding of the hospital's culture and service line dynamics**, leading to the identification of candidates that complimented both.

The Results:

Corazon tailored the recruitment process to fit the hospital's current needs and future goals and recruited a candidate who had years of experience not only running service lines, but also developing successful interventional cardiology programs from the ground-up. The candidate also had strong personal ties to the Georgia area.

"Due to the value achieved by Corazon working in parallel with the Cardiovascular Consultant and our search committee, and Corazon's hands-on approach to candidate selection, we were able to hire a Director of Cardiovascular Services **within two months of kicking off the search.**"

- Hospital Administrator

Current Program:

The Director of Cardiovascular Services, in conjunction with Corazon, physician leadership, and administration, successfully implemented the PCI program. The first case took place in February 2014, and the hospital anticipates 215 cases in Year 1. Market awareness of the hospital's CV program has increased due to marketing campaigns, EMS education, and physician collaboration.

Future Plans:

Hospital leadership recognizes the natural progression of cardiovascular services. Discussions are already underway regarding chest pain center accreditation and opportunities to offer more advanced electrophysiology services. Additionally, the hospital is actively pursuing partnerships with rural community providers as their STEMI receiving center. Building and fostering formal relationships with EMS providers will also be vital to the future growth and success of their PCI program.

For a more detailed explanation of this Director of Cardiovascular Services Recruitment that involved multiple components of Corazon's services, call 412.364.8200

5000 McKNIGHT RD., STE. 300, PITTSBURGH, PA 15237

p 412.364.8200 *f* 412.364.8201 CORAZONINC.COM
