

Corazon client Oregon Heart Center had been a single-specialty group for over 30 years, working exclusively with Salem Hospital serving patients of the community for cardiology services. When the hospital set the goal to build a vascular program, the practice agreed to expand to vascular as well, and recruit new specialists to the group, working with Corazon to identify and hire the right talent.

Salem Hospital previously initiated a recruitment contract with Corazon in hiring vascular physicians. Soon after, an additional search for an Interventional Cardiologist was authorized to alleviate the already-increasing case load for cardiology. Corazon performed the search activities in parallel, working with the practice on **creating offer packages** that provided a better work/life balance for the physicians, sparking a change in culture organization-wide.

Early Successes: Just eight months after the contract was initiated, Vascular Surgeon Dr. Glen Roseburg was hired, and, shortly after, a second Vascular Surgeon, Dr. Mark Fleming. Meanwhile, the Interventional Cardiologist recruitment was still underway. Soon after these hires, several physicians within the practice decided to leave, due to disagreements with other group members over care consistency. This created **a challenge for the once-long-established cardiology practice** already in the midst of growth and expansion.



Exterior of Oregon Heart Center, Salem, OR



“We have been extremely pleased with the partnership we’ve developed with Corazon. They took the time to get to know us and really understand our particular needs. With this information they **sourced extremely well-matched candidates** to fill our five open positions this past year. In the process we **worked together** on everything from crafting the candidate visits to understanding what was important for the family members to know about our community. **We believe Corazon sets the standard for physician recruitment.**”

Continued Progress: Immediately following the departure of the these physicians, Corazon started to **work with group leadership to re-build the practice from the ground-up**, beginning with searches for an additional Interventionalist and also an Electrophysiologist. Within five months, Electrophysiologist Dr. Josh Leichman and Interventionalists Dr. Kevin Thompson and Dr. Barath Krishnamurthy were hired. Corazon was also charged with assisting in the search for temporary coverage while the new recruits completed their credentialing and fellowships.

Working through the hiring process: As part of Corazon's unique approach, the team worked together to make the practice even stronger through this rebuilding process. Due to Corazon's extensive experience consulting with hospitals and physician groups across the country, Corazon was able to understand the culture of the practice and work with the new hires and the remaining physicians to **set a standard of excellence for quality and consistency** across the established members of the group AND the newly-hired recent graduates joining the practice.

Corazon worked with the Oregon Heart Center team on:

- Search and Sourcing Activities
- Candidate Visit Coordination
- Position Marketing
- Salary Recommendations / Negotiations
- Providing an Objective 3rd Party Perspective
- Expert Testimony for Non-Compete Trial



The Physicians of Oregon Heart Center.

The Results: Due to the value achieved with Corazon working in parallel to search/place multiple physicians, and our **hands-on, 'in-the-trenches' approach to practice development / reengineering,** Salem was able to fast-track all recruitment efforts and hire five physicians in just over one year's time, while also securing locum coverage in the interim. From the beginning of this effort, Corazon was able to tailor the recruitment to the practice's ever-changing needs, using out-of-the-box thinking, creative negotiation, and years of experience with Physician Search to find and place the candidates best-matched to the specialist positions within the Practice.

Future Plans: The practice remains on a path of growth and expansion, with vascular services now integrated into the scope of practice offered by Salem Physicians. Patient attrition is less than 50% of predicted, even though the departing physicians remained in the community. Market awareness has increased through a "full throttle" marketing campaign, introducing the new physicians. Electrophysiology at Salem is likewise booming. With the hiring of Dr. Leichman, an EP Center is currently underway: The Oregon Heartbeat Clinic, a "clinic within a clinic" focused on meeting the specialized needs of patients with implanted cardiac devices. The leadership and physicians of the practice now view themselves as stronger than ever before, citing the new culture and expanded complement of physician skill sets that **bring a higher standard of quality care to the residents of Salem** and surrounding communities.

For a more detailed explanation of Salem's experience of rebuilding / expanding their practice with Corazon, involving not only the recruitment but also a quality assessment, call 412.364.8200.