

For more than 30 years, Corazon client Oregon Heart Center served Salem Hospital as a dedicated cardiology group. When the hospital set a goal to launch a vascular program, the practice chose to grow too—expanding into vascular care and partnering with Corazon to recruit the right specialists.

Salem Hospital engaged Corazon to recruit vascular physicians and quickly added a search for an Interventional Cardiologist to handle rising volume. Working in parallel, Corazon guided the practice in shaping offers that prioritized work/life balance, prompting a hospital-wide culture change.

### Early Successes:

Just eight months after the contract was initiated two Vascular Surgeons were hired. 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



### Continued Progress:

Immediately following the departure of 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, an Electrophysiologist and two Interventionalists were hired. Corazon was also charged with assisting in the search for temporary coverage while the new recruits completed their credentialing and fellowships.

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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.***

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## **Working Through the Hiring Process:**

Corazon's team used a collaborative, hands-on approach to strengthen the practice during the rebuild. Drawing on deep experience with hospitals and physician groups nationwide, Corazon quickly learned the practice's culture and partnered with both new hires and existing physicians. Together, they set clear standards for quality and consistency for the entire group, including recent graduates joining the team.

## **Corazon worked with the Oregon Heart Center team on:**

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



## **The Results:**

Corazon worked side-by-side with the practice to run multiple physician searches at once and guide day-to-day practice improvements. As a result, Salem accelerated all recruiting and hired five physicians in just over a year, with locum support covering gaps along the way. From day one, Corazon adjusted the search to shifting needs, using creative strategies, smart negotiation, and deep experience to match the right specialists to each role.

## **Future Plans:**

The practice continues to grow. Salem Physicians now includes vascular care, and patient loss is under half of projections—even with former doctors practicing locally. A strong marketing launch raised visibility and introduced the new team. Electrophysiology is also on the rise. With a dedicated Electrophysiologist, an EP Center is in progress to serve patients with implanted cardiac devices. Leadership and physicians report a stronger practice, a refreshed culture, and expanded expertise that lift the standard of care for Salem and the surrounding area.

**For a deeper look at how Salem rebuilt and expanded their program with Corazon  
– including recruitment and a quality review – call 412.364.8200.**