

A large, physician-led multi-specialty practice in the Southeastern United States retained Corazon to recruit a Chief Strategy & Business Development Officer, a key executive role responsible for driving growth across its cardiology division. The organization sought a leader who could identify expansion opportunities, develop and execute growth strategies, strengthen market position, and align operational performance with long-term business objectives.

While the title of Chief Strategy & Business Development Officer suggests a broad corporate focus, the position's primary responsibilities were directly tied to cardiovascular service line success. The role required expertise in physician alignment, strategic planning, program growth, market expansion, operational performance, and business development. The client sought an executive with a unique combination of healthcare operational leadership and demonstrated success driving service line growth.



Corazon's Approach

Leveraging decades of experience in cardiovascular program development, physician leadership, and executive recruitment, Corazon focused on identifying candidates with a proven record of building, expanding, and optimizing cardiovascular services. The search prioritized leaders with success in:

- Cardiovascular service line growth and market expansion
- Strategic planning and execution
- Physician engagement and alignment
- Financial and operational performance improvement
- Business development and partnership growth
- Program development and transformation
- Value-based care initiatives

Through Corazon's national network and deep understanding of cardiovascular services, the team identified a candidate whose experience closely matched the organization's strategic goals.

The Placement

Corazon successfully recruited a senior cardiovascular executive from a large multi-hospital health system overseeing cardiovascular operations across five acute care hospitals and multiple outpatient locations. The selected candidate brought more than 20 years of healthcare leadership experience and a history of delivering measurable growth and operational results. Key accomplishments included:

- Leading a \$105 million cardiovascular facilities transformation initiative.
- Expanding cardiovascular services into additional markets and increasing regional presence across multiple counties.
- Growing non-invasive cardiac testing volumes by 120%, from 4,200 to more than 10,000 annual studies through strategic planning and network expansion.
- Increasing advanced cardiac imaging volumes by 31% through focused program development initiatives.
- Developing value-based cardiovascular programs that generated more than \$1.1 million in shared savings.
- Building alignment among physicians, executives, and multidisciplinary teams to achieve strategic and operational goals.

The Outcome

The placement provided the client with a transformational leader capable of translating strategic vision into operational execution while accelerating growth across the cardiology enterprise. The executive's experience in program development, market expansion, physician alignment, and financial performance positioned the organization to pursue new opportunities and support its long-term growth objectives.

Key Takeaway

This engagement highlights Corazon's ability to identify and recruit executive leaders whose impact extends across service line growth, strategic planning, physician alignment, and business development. Whether the title is Chief Strategy Officer, Vice President, Service Line Administrator, Executive Director, or another senior leadership role, the focus remains the same: securing leaders who can drive sustainable program growth and organizational success.

For a more detailed explanation of this placement, call 412.364.8200.