


*Accelerating Eastern Medical Center's
Success in the Marketplace*



Stephen James
*Leadership
Communication
Strategic Vision
Service Development*

Eastern Medical Center

"I am very interested in this job and I have developed a brief presentation which should take about 20 minutes.

The presentation is about how my background, skills, and experience match the critical requirements of this position, what I can contribute to {Company}, and why I am an excellent candidate for this job.

May I share it with you?"

"First, I would like to review my understanding of the key success factors and requirements of this position. The purpose of the review is for you and I to have a common understanding of the position requirements. I understand there may be some important requirements that I have missed and I am interested in learning what those may be. However, here are the requirements as I understood them as I prepared for this interview."

“Based on the critical job requirements we just talked about, I would like to give examples and discuss with you how my background, skills, and experience are an excellent match for these requirements.”

“In addition to the skills and experiences we just discussed, these are additional areas of expertise I will bring to {Company}. These are important “value added” areas that I believe differentiate me from other candidates” and will contribute either immediately or in the future to the success of {Company}.

The Chief Executive Officer critical position requirements

- Creating, articulating and executing the organization’s strategic vision
- Improving and maintaining strong medical staff relationships
- Developing strong community relationships
- Governing body relationships
- Ensuring financial viability by increasing services, managing revenue, and controlling costs
- Taking primary responsibility for higher levels of excellence in patient care, customer service, and employee relations
- Excellent References

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I have a strong match with the position requirements

- Creating, articulating and executing the organization's strategic vision**
 - Annual Management plan and progress report
 - Strategic plan for Western Medical Center
 - Medical Staff development plan (WMC)
 - Facility Master Plan
- Improving and maintaining strong medical staff relationships**
 - Improved physician relationships through visibility, accessibility, and open dialogue
 - Development of inpatient medicine program
 - Establishment of Outpatient Care Clinic
 - Recruitment

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I have a strong match with the position requirements

- Developing strong community relationships**
 - Community Development Foundation
 - Relationship with County, State, and Federal leadership (Rural Development Bond)
 - Disaster preparedness (Katrina Response)
 - Creating and promoting image of the hospital in the community
- Governing body relationships**
 - Improving use of time
 - Board meeting efficiency (Action Summary)
 - Education

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I have a strong match with the position requirements

- Ensuring financial viability by increasing services, managing revenue and controlling costs**
 - Increased therapy revenue by 225%
 - Increased non-surgical outpatient volume by 64% & surgical volume 37%
 - Restructured case management program
 - Eliminating unprofitable services
- Taking primary responsibility for higher levels of excellence in patient care, customer service, and employee relations**
 - Quality Council
 - Core Measure results and patient safety programs
 - Chaplaincy program
 - Employee meetings and recognition programs

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I have a strong match with the position requirements

Excellent References

- Jonas Jones, Chairman, Western Hospital Board of Trustees
- Bob Goberts, CEO, Mountain Health System
- Jacqueline Smith, CEO, Riverview Medical Center
- Dale Brady, MD, Western Medical Center, Active Staff Physician & Board Member
- William Brick, SVP Human Resources, Riverview Medical Center

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I bring important additional experience to the position

- ✓ Cost control
- ✓ Identification and development of new programs and services
- ✓ Real estate acquisition and joint venture
- ✓ Construction project design and management
- ✓ Strategic capital budget development
- ✓ New technology implementation

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Examples of my outstanding career accomplishments

- ✓ Achieved financial viability to initiate \$11.2 million expansion/renovation project
- ✓ Added 13 active staff physicians to Western Medical Center
- ✓ Increased Funded Depreciation 526%
- ✓ Established successful ambulatory clinic
- ✓ Accomplished facilities improvement programs (aesthetics, lab, OR)
- ✓ Streamlined operations achieving \$1.5 million in annual savings

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These personal traits help me succeed on the job

- ✓ Integrity
- ✓ Manage by walking the halls
- ✓ Passion for meeting community healthcare needs
- ✓ Strategic/big picture thinker
- ✓ Building win-win solutions
- ✓ Excellent boardroom presence
- ✓ Ability to communicate/relate to all levels

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My "Strategic Action Plan" for providing value quickly

In the first 30 days

- ✓ Build rapport with medical staff
- ✓ Meet key community leaders
- ✓ Gain knowledge of market demographics, competitors & reimbursement environment
- ✓ Review financials, budget & productivity system
- ✓ Study strategic, medical staff development and facility master plans

In the first 60 days

- ✓ Gain deeper understanding of services offered and community needs
- ✓ Assess marketing strategies
- ✓ Evaluate leadership team
- ✓ Familiarize myself with quality and customer service programs
- ✓ Maintain visibility and accessibility in facility and community

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Hire Me Because...

I Have All the Requirements

- ✓ 20 years progressive healthcare leadership experience
- ✓ Proven ability to develop strong relationships with board, medical staff and community leaders
- ✓ Proven success implementing revenue generating services
- ✓ Experience creating and executing effective strategic plans
- ✓ A focus on quality and customer service
- ✓ Ability to promote hospital services in the community



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Important Closing Questions

Questions:

- ✓ What is EMC's vision for the next three to five years?
- ✓ What are the top 2 or 3 priorities over the next 12 months
- ✓ What do are the key expectations for the CEO over the next 6 to 12 months?
- ✓ What is the relationship between EMC board, Mountain View and BHC
- ✓ Based on my background and experience what do you think would be the greatest challenges for me in this position?

Thank You For Your Time and Consideration.

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