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THE CLIENT:
SARASOTA MEMORIAL HEALTH CARE SYSTEM, SARASOTA, FL

SARASOTA MEMORIAL
HEALTH CARE SYSTEM

Sarasota Memorial Health Care System is an 819-bed regional medical center, is among the largest public health systems in Florida. With more than 4,000 staff, 800 physicians and 1,000 volunteers, it is one of Sarasota County's largest employers. A community hospital founded in 1925, Sarasota Memorial is governed by the nine-member elected Sarasota County Public Hospital Board. It is a full-service health system, with specialized expertise in heart, vascular, cancer, and neuroscience services, as well as a network of outpatient centers, long-term care and rehabilitation among its many programs.

The challenge to HealthSearch Partners: find a chief operating officer.

According to CEO David Verinder, the job opening created a large amount of interest, but he knew he had to find the right person for this extremely important position. He contacted Keith Southerland:
"I have known Keith for a number of years. He knows my style and the type of person that works best in our organization. He provided us with a wide range of candidates with varying experience. There were no carbon copies. The initial plan he laid out worked perfectly, and the communication was excellent."

There's a difference between HealthSearch Partners and other recruiters, Verinder says:
"It was great to work with an individual instead of a huge corporation. They are experienced with all of the resources. Keith was very easy to deal with, and there was not a huge list of other people that I had to go through in order to reach him."

The results were on target. Verinder says:
"The caliber of people he shared with us was top notch – in fact, we still have all of the resumes he presented. Our experience was very positive, and we've already contacted him for assistance on another candidate search."

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