

HSP Success Story

Going for the Golden Candidate. How Phoebe Putney Teamed With HealthSearch Partners to Win its Quest for a VP Revenue Cycle.

The search: Vice President, Revenue Cycle

The organization: Phoebe Putney Health System

Primary organization contact: Brian Church, Chief Financial Officer,
Chief Administrative Officer

Candidate selected: Jacob (Jake) Collins

Challenge

When Phoebe Putney Health System promoted its Vice President, Revenue Cycle, executives knew they had a tough task ahead – finding a new finance professional who could meet the high bar set by the incumbent.

"The VP Revenue Cycle is a tough search," Brian Church, Phoebe Putney's Chief Financial Officer / Chief Administrative Officer, says. "We were looking for a very high bar candidate, somebody that would be the same caliber as the person we just promoted. The VP Revenue Cycle is an anchoring position. There aren't a lot of successful people in that position who want to move from the organization where they have built a successful career. They tend to stay where they are for years so it's hard to recruit someone of the caliber we were seeking."

Solution

Based on more than a decade of positive executive searches for the organization, Church selected HealthSearch Partners (HSP) to lead the VP Revenue Cycle search. "I've known Barry Cesafsky (HSP's founding partner) for many years," Church explains. "In fact, he led the search that brought me to Phoebe Putney and he led the search that brought us our current VP Revenue Cycle. So, the choice of HSP to lead this VP Revenue Cycle search was based on my familiarity with HSP and the positive results their previous searches have produced for Phoebe Putney."

Acknowledging the challenge the search presented to HSP and to Phoebe Putney, an initial slate of candidates was vetted, interviewed, and evaluated by the organization's selection committee. "The process took three months and when it wrapped up, we determined none of the candidates met our high standards and candidate criteria," says Church. "So, we took a step back and restarted the search process with a new slate of candidates brought to us by HSP. We were in the enviable position of hiring to maintain success, not turn around an under-performing revenue cycle function, so we had time to be thoughtful about our process. Based on the candidate we were able to recruit and hire for the position, I think going through the process twice was the right decision."



Phoebe Putney Health System, Albany, GA

Phoebe Putney Health System is a not-for-profit integrated healthcare delivery system that serves more than 500,000 residents in a 41-county region of Southwest Georgia. Founded in 1911, Phoebe Putney Memorial Hospital is one of Georgia's largest comprehensive regional medical centers. The system is recognized for clinical excellence and innovative community health programs. It employs more than 4,500 physicians, nurses, professional staff and volunteers.

Results

Church and the Phoebe Putney selection committee agreed that Jacob (Jake) Collins was the right man for the job. Collins' career in healthcare finance spanned more than 20 years. His most recent position was Associate Chief Financial Officer, Revenue Cycle, for a large health system in a western state.

"I was looking to make a move," explains Collins. "When I connected with HealthSearch Partners and learned about the opportunity at Phoebe Putney, I saw the opportunity for career growth with a larger organization as well as the opportunity to work with a highly successful leadership team. Over my career I've worked for a lot of different CFOs. So, I was looking for an organization with a leadership team that led with a vision, a mission, and specific goals that clearly defined how they were going to succeed. But for me, it was also about feeling good about the people I was going to work with and serve with. I felt the VP Revenue Cycle position at Phoebe Putney checked all those boxes."

Collins says he appreciated Barry's and HSP's personal approach to the search. "Barry's long working relationship with Phoebe Putney gave him keen insight into the organization's culture and what they were looking for in a VP Revenue Cycle. That was important to me because, compared to previous searches conducted by other search firms where I felt I really didn't have a good understanding of the hiring organization, having someone paint the complete picture of Phoebe Putney was exceedingly valuable. I was able to go into the interview process with my eyes wide open and I felt completely prepared because of HSP's emphasis on communication and information sharing. Bottom line, I felt Barry did an excellent job of representing the organization to me and representing me to the organization. It was a win-win for both of us."

Church and Collins both acknowledge the importance HSP places on "fit" – the fit of the candidate with the organization and the fit of the organization with the candidate's personal goals and needs..

When asked if he will consider using HSP for future executive searches, Church replies with a simple emphatic, "Yes!"

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**Brian Church | Chief Financial Officer | Chief Administrative Officer
Phoebe Putney Health System, Albany, GA**



Successful Searches, Satisfied Clients

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**Jacob (Jake) Collins
Vice President, Revenue Cycle**