HSP Success Story

Phenomenal Growth Powered MedSrv's Need For A Senior HR Executive. So, The Company Engaged HealthSearch Partners To Lead The Search.

The search: Vice President of Human Resources
The organization: MedSrv
Primary organization contact: Dusty Bunton, Chief Executive Officer
Candidate selected: Tammy Cotter

Challenge

As a 45-year-old healthcare revenue cycle management company based in Chattanooga, TN, MedServ has seen its business grow over the past five years. While this growth has been welcomed, it has also brought challenges to the company's operations, particularly its Human Resources department. Evaluating its HR capabilities, MedServ executives realized the organization needed a senior HR executive to optimally serve its people and its clients.

"Prior to the recent growth, we were small enough for executive leaders to wear multiple hats, so director-level leadership was sufficient for the HR department," Dusty Bunton, MedSrv CEO, says. "But, with more opportunities came more employees and more issues that required a higher level of HR experience and knowledge. Hiring a VP level executive became imperative to our success as we plan to explore more opportunities for growth."

Solution

Having never conducted an executive search before, Bunton says it was clear the company didn't have the recruitment expertise or resources to identify a strong candidate pool. "Fortunately, one of our executive leaders knew Ivan Bartolome, HealthSearch Partners CEO, and suggested we reach out to him," Bunton explains. "We are aligned with AdventHealth so we knew from the start we needed to find a candidate who fit within the faith-based, mission-oriented environment we've built at MedSrv. I talked to our Board and shared with them and others our intention to move forward with HealthSearch Partners (HSP). I was very comfortable with the direction we decided to pursue because I trusted the executive who recommended Ivan and because of the positive feedback I got from key leaders at AdventHealth about Ivan and HSP. It seemed like everyone knew Ivan."

MedSrv
Chattanooga, TN

MedSrv has been a trusted partner in healthcare revenue cycle management for more than 40 years, building a strong reputation for service, integrity, and results. Founded in 1985, the company was established with a clear purpose – to support healthcare providers in managing the complexities of patient billing, accounts receivable, and financial operations while maintaining a compassionate approach to patient interactions. MedSrv is guided by a Christian-based foundation, rooted in values such as respect, fairness, loyalty, perseverance, compassion, faith, integrity, trust, and service.

Results

Bunton says one of the key components of the search process she appreciated the most was how organized and structured it was. "Our search committee that included me and other MedServ executives, worked closely with Ivan and David Clark, HSP Vice President. From the questionnaires used to gather information, to the deliberate effort to keep us informed throughout the search process, to going the extra mile to make sure they understood our company and our culture, I was extremely impressed with how organized their approach was."

After doing its due diligence and sourcing a potential pool of candidates, HSP presented what Bunton describes as "a phenomenal group of highly skilled candidates." The search committee narrowed down the candidate pool to those they decided to interview. "Every candidate brought something interesting and valuable to the table," Bunton says. "We could not have made a bad choice. The search stayed true to the qualities we were seeking, stayed within the salary range we outlined to HSP, and provided demographic variety. In the end we were extremely pleased with our options."

Because MedServ hadn't conducted an executive search before, the company didn't have established metrics or KPIs to evaluate the success of the search. But Bunton is quick to point out her measure of success. "We onboarded an excellent candidate into the VP of HR role and she has provided immediate support in multiple areas including benefits, EEOC, policy, employee engagement and communications."

Who was the lucky candidate MedSrv selected? Tammy Cotter, a healthcare HR veteran who is also a Chattanooga native. Before stepping into her new role, Cotter had spent 11 years in HR at Erlanger, the region's largest hospital.

"After I left my previous position, I decided to take some time to evaluate my options and priorities," Cotter explains. "I decided I wanted to make my next job fit my needs as well as my personality and that it provided the type of leadership I was looking for. During that transition time is when Ivan reached out to me about the MedSrv position. I had met Ivan when I was at Erlanger. I was impressed that he remembered me. The VP HR position literally checked all my boxes. I researched the company, really liked what I saw, realized it was located just across the street from the school my grandchildren attended and where my daughter taught. And, the best part, it was in Chattanooga! Everything just came together."

Cotter says when she met Bunton she knew MedSrv was the next place she wanted to work. "My first impression was she was genuine, had a good soul, and was the type of leader I was looking for. I knew immediately this role would be a good fit for me."

Successful Searches, Satisfied Clients

What stood out to me was how responsive HSP was. I always felt I knew how the search was going and where we were in the process. I felt they were as excited about the search as I was. They completely bought into my career goals, my purpose and the reasons that were behind my decision making."

Tammy Cotter
Vice President, Human Reources
MedSrv

Results/Continued

Cotter says her experience working with HSP during the search was excellent. "What stood out to me was how responsive they were. I always felt I knew how the search was going and where we were in the process. I felt they were as excited about the search as I was. They completely bought into my career goals, my purpose and the reasons that were behind my decision making."

The day before her first day at MedSrv, Cotter says Clark texted her asking if she was ready to start, and if she was excited. "He was so encouraging, telling me I was going to do great and wishing me luck," she recalls. "I was so impressed. I remember walking into the living room and telling my husband he wasn't going to believe that I had just heard from the recruiter with words of encouragement and telling me to have a great first day on the job. I remember thinking this kind of personal service and caring is just unheard of."

Bunton and Cotter agree, based on their search experience, they wouldn't hesitate to recommend HSP to others. "Working with HSP on the search that brought Tammy to us has taught us the benefit of partnering with them for executive-level recruitment, as opposed to doing it ourselves," Bunton says. "We appreciated the thorough approach throughout the process, the clear, structured, straight forward communication, the collaboration, conversational discovery, and the timeline. I would gladly share our experience with any leader at any healthcare organization, highlighting the positive experience and successful outcome we enjoyed from working with HSP."

Cotter agrees. "Working with HealthSearch Partners was such a positive experience that I would recommend them to anyone who is looking for a firm to help him or her find a great position that is a great fit for all concerned."

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