HSP Success Story

Minidoka Memorial Hospital Needed A CEO Who Was a Perfect "Fit." HealthSearch Partners Brought Them Kody Brinton In 90 Days.

Now HSP Is Working With Brinton During His 90-Day Onboarding

The search: Chief Executive Officer
The organization: Minidoka Memorial Hospital
Primary organization contact: Felicia Poteet, Search Committee Chairperson, Vice Chair, Minidoka County Hospital Board
Candidate selected: Kody Brinton

Challenge

Minidoka Memorial Hospital needed to find a CEO who was a perfect fit for its culture, its people, and the community. A 22-bed critical access hospital serving the healthcare needs of Rupert, ID, and surrounding counties, Minidoka found itself in need of a new leader when the previous CEO left the organization.

About the time the board decided to form a search committee and initiate the search for the new CEO, Neill Marshall, HealthSearch Partners (HSP) chairman, and Kurt Mosley, Associations Practice Leader, reached out to Felicia Poteet, the search committee chairperson and vice chair of the board. "After speaking with Neill and Kurt, the search committee was impressed," Poteet explained. "We chose to engage HealthSearch Partners for our executive search because we appreciated the personal and dedicated service we received from the very beginning, and the unique 90-day onboarding process it offered."

Solution

"The hospital had used a larger search firm to hire an interim CEO," Poteet said, "but we were impressed with HSP because it was different. Being a boutique firm we recognized HSP offered greater one-on-one attention and a larger candidate pool because it had a very small number of candidates that were off limits."

The hospital's board turned over much of the search to the search committee. Poteet explained a majority of board members were new to their positions, with many of them only in place for a few months. "The search committee was put together by the former board chair, and it included a few key physicians, a cross-section of some middle managers from throughout the hospital and me," Poteet said.



Minidoka Memorial Hospital
Rupert, ID

Minidoka Memorial Hospital is a 22-bed critical access hospital owned by Minidoka County and governed by the Minidoka County Hospital Board. It serves as a vital healthcare resource for Rupert, Minidoka County, and surrounding communities throughout southern Idaho. The hospital provides a broad continuum of services including emergency care, surgical services, diagnostic imaging, rehabilitation, rural health clinics, long-term care, home health, ambulance services, and specialty physician outreach programs. As one of the region's largest employers, the organization serves not only as a healthcare provider but also as an important economic and community partner. Located in south central Idaho, Rupert is the county seat of Minidoka County and located in the Magic Valley, recognized for agriculture, food production, dairy processing, agribusiness innovation, and manufacturing.

"The composition of the search committee turned out to be an extremely positive thing for the new board members because it brought many important perspectives from so many different parts of the hospital. HealthSearch Partners really helped us navigate the bridge between the board and the search committee."

Poteet said one of the search committee's biggest concerns was whether there would be enough candidates interested in considering the CEO position because of the hospital's size and rural location. "Boy, were we wrong," Poteet said. "HealthSearch Partners did an excellent job of bringing us a pool of highly qualified candidates to consider. In fact, there were so many good candidates that were a good fit for the organization, it made our job as the Search Committee hard. But that was a good problem to have."

Poteet said HSP brought valuable insight from its long track record of conducting successful executive searches. This included setting up a rotating interview process when the final pool of candidates came to Rupert for in-person meetings with the Search Committee and the Board. "When candidates came to town, one would meet with the Search Committee while the other met with the Board," Poteet explained. "When those interviews were completed, the candidates would rotate to the other interviewing group, so everyone's time was maximized and valued."

When the interviewing wrapped up, the board, at the recommendation of the Search Committee, extended an offer to Kody Brinton, who happily accepted.

Results

Brinton was CEO of Daniels Memorial Healthcare Center in Scobey, MT. Wanting to move closer to his family in Utah, he had been watching for possible CEO openings. "A colleague reached out to share information about the opportunity at Minidoka," Brinton said. "I immediately contacted Neill at HealthSearch Partners. Neill and Kurt were very attentive and very communicative throughout the entire search process. This was such a refreshing difference from when I worked with other search firms. I felt the other firms were just checking off boxes, ready to move on to the next client. I had to follow up with them on the status of the search. I felt like I had to continually prove myself to them."

Being located in northeastern Montana, Brinton admits getting to the two in-person interviews at Minidoka was a challenge, but well worth it. "The first trip to Rupert enabled me to meet everyone. On the second trip, all the walls had come down so we had better, productive conversations."

From the moment he met Neill, Brinton says he knew HSP was mission driven. "Being intensely independent, Minidoka wouldn't have engaged HSP unless it was mission driven. Growing up on a ranch in rural southwestern Wyoming, I know how important it is to have quality healthcare close to home.



Successful Searches, Satisfied Clients

"After the offer was finalized, I began working with Neill and Kurt on a 90-day onboarding program and that brings me a lot of comfort because I've gained a lot of trust and respect for the work they do. Knowing they are going to be there to help provide some insights or additional thinking is reassuring."

Kody Brinton
Chief Executive Officer
Minidoka Memorial Hospital

Results/Continued

Minidoka's commitment to that mission was what played to my interest, it spoke volumes to me."

Brinton was impressed with HSP's interview preparation process, especially the 90-minute virtual interview with Neill and Kurt. "With targeted, in-depth questions, they really examined me as an executive and my experience as a CEO. They also created a very tailored approach that included recommendations about things I should emphasize during my interview with the Search Committee. I've never gotten that from any other search firm. When it came to the day of the interview, everything went smoothly because of the work they did on the front end to provide me with material on the back end. I know they did a lot of preparation work with the Board and Search Committee as well, so we were all prepared to make the most of the interviews."

Brinton calls himself a big researcher and says he was impressed when he began researching HealthSearch Partners. "I reached out to peers to see if any of them had heard of or worked with HealthSearch," he explained. "I also found their LinkedIn page to be very helpful, and their website had so many informative resources including the podcasts on which they have appeared. My conclusion was they've done this for a long time, they know the industry, and they know what their clients are looking for."

Toward the end of the search process, there was a period of silence while the Search Committee and Board deliberated and made their final decision. The hospital wanted to handle the final contract negotiations with Brinton, so he didn't hear from HSP for a few weeks.

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"If I were speaking to a colleague who was looking for an executive opportunity, I would absolutely recommend he or she contact HealthSearch Partners," Brinton said. "My search experience with them was positive from beginning to end. They moved quickly, which I appreciated. I also appreciated their commitment to making sure the fit was right for me and for the hospital.

"Minidoka Memorial Hospital could not be happier with the search process and our ultimate recruitment of Kody Brinton," Poteet said. "The Board, Search Committee, and hospital staff are all looking to our future with Kody with great optimism and we have the greatest appreciation for the work of HealthSearch Partners' Neill Marshall and Kurt Mosley."



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