



WHITTAKER GROUP

Healthcare Recruiting & Executive Search

HENRY FORD WEST BLOOMFIELD HOSPITAL (a member of Henry Ford Health System)

The Whittaker Group Healthcare Search Consultants has been retained by Henry Ford West Bloomfield Hospital to conduct a search for an “outside of the box” thinking visionary leader to join their team in a newly created position of Director of Business Development.

The selected leader will have close ties within the SE Michigan healthcare community as well as have demonstrated success with advanced hospital and physician strategic market development and facilitation of the Certificate of Need (CON) process.

Primary responsibilities include:

- Identifying and developing business opportunities for Henry Ford West Bloomfield Hospital, as well as serving as an advisor and consultant on existing programs and initiatives.
- Assisting with the growth of Henry Ford Physician Network – Oakland Region.
- Facilitating strategic planning with hospital senior administration and implementing initiatives.
- Over site of HFWBH projects, including community needs analysis, performance development, budget development, and physicians recruiting.
- Reviewing, analyzing and communicating with practices and physicians supported by HFWBH, preparing reports of practice volume, billing, collecting, accounts receivable, etc.
- Preparing and monitoring budgets for HFWBH projects and hospital supported physician projects.
- Working closely with corporate and hospital departments, such as accounting, finance, purchasing, human resources, legal, and marketing to assure that the practices needs are met.

A strong personal presence that is characterized by a sense of honesty, integrity and caring with the ability to inspire and motivate others at all levels of the organization is important.

The director needs to be comfortable in working in the forefront with senior management and clinical service lines in identifying, analyzing and leading business development, marketing and planning initiatives.

A minimum of 10 years or progressive experience in the healthcare industry, with responsibilities and exposure to planning, marketing, research project management, community relations and finance within the healthcare industry. A Bachelor’s degree in business administration, marketing or an equivalent is required with a Master’s degree preferred. Familiarity with planning resources, statistical software, database management and decision support systems is also required.

Henry Ford West Bloomfield Hospital opened in 2010 as a 191-bed all private room hospital with an additional 109-beds expected to open in 2012.

Located on 80 tranquil acres in West Bloomfield, the hospital includes a labor and delivery wing and several operating rooms. Physicians from the world-renowned Henry Ford Medical Group and physicians recognized for their expertise and dedication to excellence practice there.

Henry Ford West Bloomfield Hospital offers comprehensive medical care, including 24-hour emergency care, neurosciences, women's and children's health, orthopaedics, diagnostic testing and a wellness center with complementary therapies.

The hospital is member of Henry Ford Health System (HFHS), one of the nation's leading comprehensive health systems. HFHS, with gross revenue over \$4.08 billion and 19,261 FTEs, includes 6 hospitals located within 4 counties in SE Michigan, Henry Ford Medical Group with 1200 physicians and researchers in 40 specialties and Health Alliance Plan.

For additional information, or for consideration, please contact me, in confidence, at:

THE WHITTAKER GROUP HEALTHCARE SEARCH CONSULTANTS

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