

Chief Wellness Officer

Moffitt Cancer Center
Tampa, Florida

A Position Profile



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Moffitt Cancer Center

The Moffitt Cancer Center is a full-service, academic, not-for-profit cancer treatment and research center located in Tampa, Florida. The center is licensed for 206 inpatient beds and had more than 450,000 outpatient visits in 2019. Recognized by the National Cancer Institute as a designated Comprehensive Cancer Center, Moffitt Cancer Center has made a lasting commitment to the prevention and cure of cancer, working tirelessly in the areas of patient care, research, and education to advance one step further in fighting this disease.

Located in the beautiful Tampa Bay area in west central Florida, Moffitt Cancer Center has been ranked one of the nation's top 10 Best Cancer Hospitals by *U.S. News & World Report* for the last 20 years.

U.S. News compiles its list to help guide patients who need a high level of care because they face a particularly difficult surgery, a challenging condition, or have extra risk because of age or multiple health problems.



Mission and Vision

Mission

To contribute to the prevention and cure of cancer.

Vision

To transform cancer care through service, science, and partnership.

History

- Established by Florida Statute 1004.43 to serve as “statewide research institute” and “perform a statewide function” (Laws of Florida, Chapters 90-56 & 93-167).
- Incorporated in 1984 and opened in Tampa in 1986.
- Named after H. Lee Moffitt, former Speaker of the Florida House of Representatives and the impetus behind the center.

Moffitt's Story

In 1978, H. Lee Moffitt, then a Florida state representative, first started talking to people about a cancer center for Tampa. The legislator faced enormous odds; a less than enthusiastic local medical

community, a myriad of approvals required by state and regional healthcare agencies, and the need for a staggering financial commitment from a budget-conscious state Legislature and governor.

But Moffitt, who had survived a bout with cancer in the early 1970s and had lost two friends to cancer, kept right on talking about Florida's high rates of cancer and how more than 14,000 new cancer cases were expected each year within a 100-mile radius of Tampa.



Moffitt and Dr. Hollis Boren, then dean of the University of South Florida's College of Medicine, sought support from community and medical leaders who were predictably nervous about adding another major facility in the already fiscally stressed local healthcare arena. Moffitt and Boren argued that the cancer center would draw patients from a far wider radius than local hospitals because of its exclusive focus on cancer.

In 1981, the state Legislature appropriated \$600,000 in planning money for the proposed 240-bed hospital. The Board of Regents selected architects Stuart L. Bentler of Tampa and Heery and Heery of Atlanta, along with medical consultants to conduct feasibility studies. The outcome was a recommendation for a 150-bed facility.

Among the consultants was Dr. R. Lee Clark, the first full-time president of M. D. Anderson Comprehensive Cancer Center in Houston, Texas, who expressed full support of Florida's proposed center.

In June 1981, the Legislature appropriated \$3.5 million in start-up funds for the cancer center. Moffitt, by then Speaker of the House of Representatives, drafted a bill earmarking proceeds from a state cigarette tax for the cancer center's construction. In March 1982, the Department of Health and Rehabilitative Services granted the Certificate of Need.

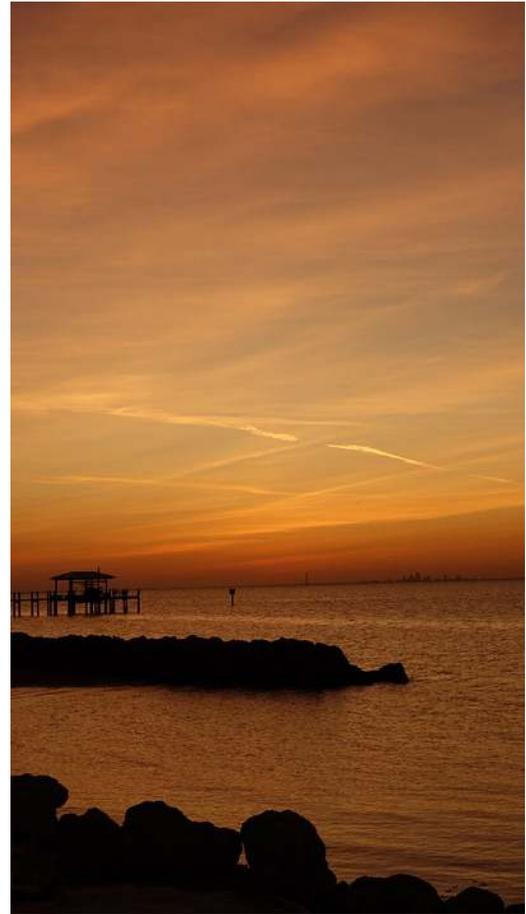
The rest is history. Groundbreaking ceremonies for the \$70 million, 162-bed facility occurred in January 1983. Construction continued throughout 1985, with the finishing touches completed during early 1986. The cancer center was dedicated on October 18, 1986 and opened to patients on October 27, 1986.

The Cancer Center Board of Directors incorporated in April 1984. The board followed a Florida House of Representatives mandate to name the hospital for House Speaker H. Lee Moffitt. Moffitt at first prevented his colleagues from placing the bill that named the center on the House floor, but they voted on the special tribute while he was away from the podium.

A Tampa Tribune editorial called the cancer center the product of H. Lee Moffitt's "steel persistence and cotton diplomacy" and went on to give what may be a newspaper's highest compliment to a political leader: "It's true enough that the art of politics is compromise," the editorial said, "but the point of compromise is to get things done. Lee Moffitt did."

Florida's Cancer Center

- A National Cancer Institute-designated Comprehensive Cancer Center based in Florida.
- Florida's largest clinical cancer research unit.
- Has conducted more than 450 clinical trials.
- Receives more than 50 percent of all National Cancer Institute funding awarded to Florida institutions.
- Has treated residents of all 67 Florida counties and impacts about 22 percent of cancer cases in Florida.
- Economic impact on the state of Florida of nearly \$2.4 billion.
- Employs more than 6,500 people at an average salary of more than \$72,500.
- Only organization in Florida to receive CEO Cancer Gold Standard™ accreditation for its commitment to the health of employees and their families to reduce cancer risk.
- National Prominence.
- One of only 51 National Cancer Institute-designated Comprehensive Cancer Centers nationwide.
- Ranked among the *U.S. News & World Report's* top 25 cancer centers and a Top 10 cancer hospital since 1999.
- Largest Blood and Marrow Transplant and Cellular Immunotherapy Program east of Houston and south of Boston.
- Conducts more than 425 transplants a year.
- Recipient of more than \$46 million grant funding for research.
- Has treated residents from every county in Florida, every state in the United States, and 130 countries around the world.
- Has produced 14 start-ups, 49 U.S. patents and 127 licensing agreements.



- Patient Care Volumes:
 - Admissions: 9,465
 - New Patients: 23,760
 - Licensed Beds: 206
 - Outpatient Visits: 450,760
 - Surgical Cases: 11,601
 - Patients Seen: 68,148

(Based on 2019 volumes.)

NCI Designation

Moffitt is one of only two NCI-designated Comprehensive Cancer Centers based in Florida. Moffitt Cancer Center began its research efforts in 1993 and by 1998 achieved NCI designation. It became an NCI-designated comprehensive cancer center in 2001. Overall, the NCI noted that Moffitt is an important regional and national resource for cancer research and care and continues to grow.



The National Cancer Institute (NCI) has designated Comprehensive Cancer Centers which are recognized for their scientific excellence. They are a major source of discovery and development of more effective approaches to cancer prevention, diagnosis and treatment.

According to the National Cancer Institute, the “Comprehensive” designation is conferred upon an elite group of cancer centers that represent “the strongest institutions in the nation dedicated to scientific innovation and excellence; to interdisciplinary research, training and education; and to coordinated recognition and pursuit of new research opportunities.” Each NCI Comprehensive Cancer Center receives grant support from the NCI and has an enhanced stature that attracts other federal and private grant funding as well. This national prestige also attracts top physicians and scientists from around the world to Moffitt Cancer Center.

They also deliver medical advances to patients and their families, educate healthcare professionals and the public, and reach out to underserved populations. An NCI-designated Cancer Center may be a freestanding organization, a center within an academic institution, or part of a consortium of institutions.

Some cancer centers are recognized by the NCI as being “Comprehensive” Cancer Centers. In addition to being recognized for their scientific excellence, those centers designated as “Comprehensive” have demonstrated strengths across all areas of cancer research and have substantial education, training, and community outreach activities.

Moffitt Medical Group

The Moffitt Medical Group is Florida’s largest multidisciplinary medical group practice dedicated to cancer care. As mission-driven providers of care and purveyors of progress, Moffitt Medical Group members include board-certified physicians, advanced practice professionals (APPs), researchers and supportive care providers who work hand-in-hand to provide each patient with a prompt and

accurate diagnosis and a comprehensive, individualized treatment plan using a personalized medicine approach.

Among its physician team members are surgical oncologists, medical oncologists, malignant hematologists, radiation oncologists, diagnostic and interventional radiologists, internal and hospital medicine specialists, anesthesiologists, anatomic pathologists, hematopathologists, cancer genomics specialists, and support care providers. Among its APPs are advanced practice registered nurses, physician assistants, certified registered nurse anesthetists, and anesthesia assistants.

Growth in Moffitt Medical Group's patient volume has exceeded expectations for several years, necessitating recruitment of physicians and APPs to accommodate timely access to personalized patient-centered care. Moffitt team members are working to establish options that work best for patients, such as multidisciplinary clinic visits that allow patients to see multiple specialists and have required tests in the same day. Another initiative that contributes to patient satisfaction is reduced wait time for visits, and the option for virtual surveillance visits with one's physician in the comfort of one's home.

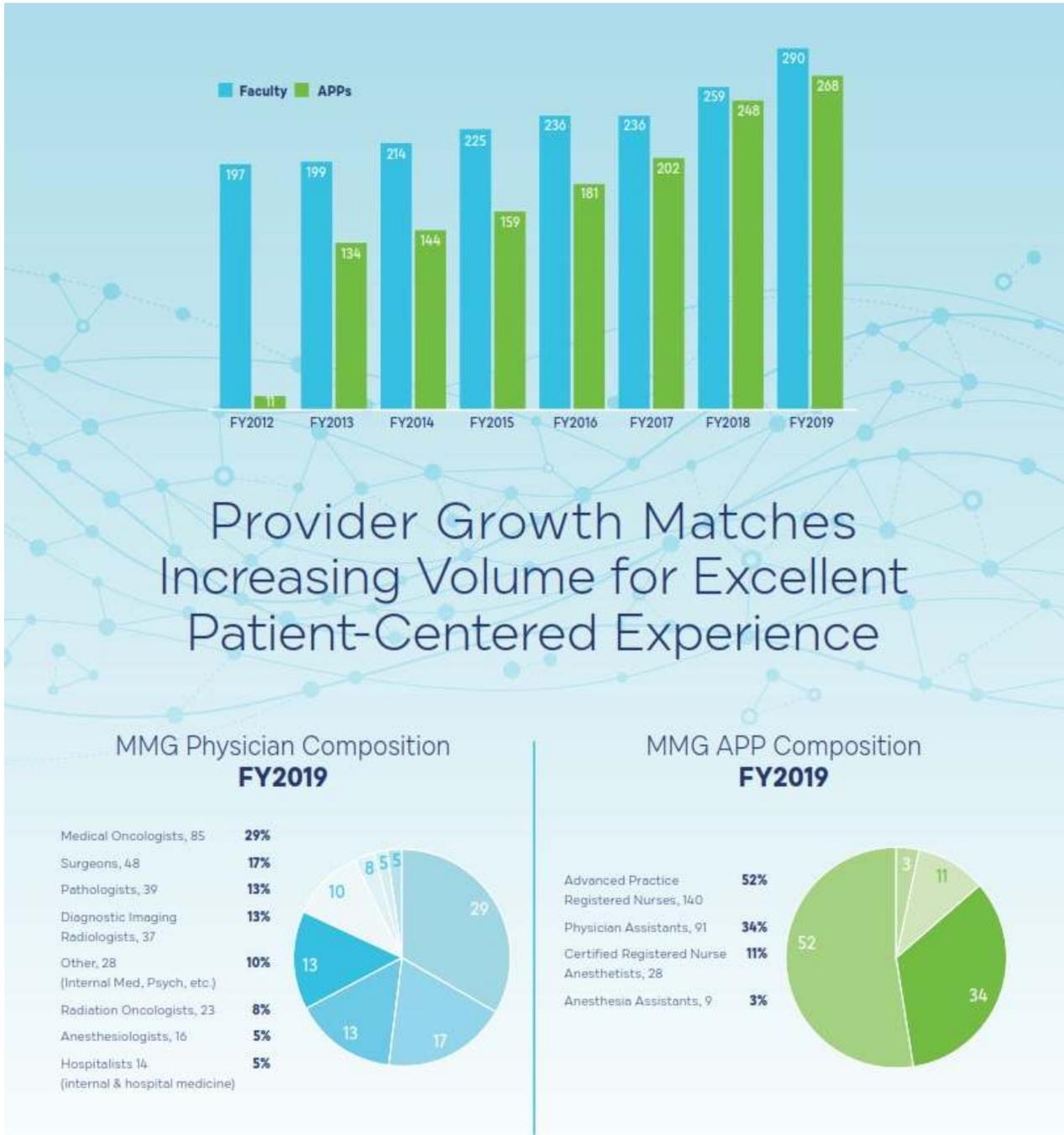
Dr. G. Doug Letson, Executive Vice President and Physician-in-Chief, shared a leadership message in the Moffitt Medical Group Annual Report FY2019:

An especially important year for Moffitt Medical Group and Moffitt Cancer Center, FY2019 was the starting year of our trajectory into Moffitt's new strategic plan, Impact 2028, the lynchpin for ensuring fulfillment of the cancer center's mission, vision and goals over the next decade. And Moffitt engaged every team member in defining Moffitt's values of compassion, drive, excellence, imagination and inclusion.

Impact 2028 provides a shared framework for decision-making at all levels of the institution and a strong foundation as we reflect on our progress and move forward together. We recognize that every team member can impact the success and outcome of the plan by actions that support Impact 2028's core elements. The core elements are the critical success factors that form the basis of our culture and who we are as an organization.

The core elements—the personalized care continuum, digital care and discovery accelerator and market expansion—underpin everything we do, how we execute Moffitt's mission and vision and how we guide our daily work. In support of premier performance within each of the core elements, we hold strategic planning retreats on a regular basis.

Total Faculty Members and APPs End of Fiscal Year



FY2012 through FY2019

Moffitt Medical Group Specialty Teams

- Adolescent and Young Adult Service
- Anesthesiology
- Blood and Marrow Transplantation and Cellular Immunotherapy
- Breast Oncology
- Cutaneous Oncology
- Diagnostic Imaging and Interventional Radiology
- Gastrointestinal Oncology
- Genitourinary Oncology
- Gynecologic Oncology
- Head and Neck Endocrine
- Individualized Cancer Management
- Internal Medicine and Hospitalist Care
- Malignant Hematology
- Moffitt Malignant Hematology and Cellular Therapy
- Neuro-Oncology
- Pathology
- Radiation Oncology
- Sarcoma
- Senior Adult Oncology
- Supportive Care Medicine
- Thoracic Oncology

Leaders in Research

Moffitt's research focuses on cutting-edge discoveries that can be rapidly translated into improved diagnostic, preventive, and therapeutic advances.

Moffitt's size, its singular focus on cancer, and its close interaction and outreach with academic partners and caregivers throughout the state, nation, and world all contribute to the rich, collegial, and collaborative environment required to perform outstanding cancer research and educate the next generation. Moffitt's five research programs, supported in part by the Cancer Center Support Grant (CCSG), consist of integrative teams of more than 170 faculty members working together to tackle the complexity of cancer. The five programs are:

Cancer Biology and Evolution

Cancer Biology & Evolution (CBE) is a first-in-kind CCSG Program that emerged from systematic in-house collaborations of mathematicians, evolutionary biologists, and basic and clinical cancer

researchers. Although these research teams investigate cancer via traditional means, they include mathematicians and theorists who integrate multi-scalar data through quantitative models founded on evolutionary first principles.

Cancer Epidemiology

The Cancer Epidemiology (CE) Program contributes to reducing cases of cancer through research to identify risk factors across the cancer continuum comprising etiology, progression, and outcome, and the translation of that knowledge into successful prevention and early detection interventions.

Chemical Biology and Molecular Medicine

The Chemical Biology and Molecular Medicine (CBMM) Program integrates chemical biology and systems biology technologies to develop new therapeutic approaches for the treatment of cancer.

Health Outcomes and Behavior

The Health Outcomes and Behavior (HOB) Program contributes to the prevention, detection, and control of cancer through the study of health-related behaviors, healthcare practices, and health-related quality of life. Work toward this goal involves research across the disease spectrum, from prevention and detection through to survivorship or advanced disease.

Immunology

The Immunology (IMM) Program defines the mechanisms by which tumors evade rejection by the immune system and develops strategies to thwart them. Key to the program's success is the close integration of IMM clinical, translational, and basic scientists that facilitates rapid progression of novel immunotherapies from the bench to bedside.

Locations

At Moffitt Cancer Center, its mission is to contribute to the prevention and cure of cancer. Considered to be one of the fastest-growing cancer centers in the United States, Moffitt is one of only 51 NCI-designated Comprehensive Cancer Centers in the nation focused on cutting-edge research and treatment. Moffitt is a not-for-profit institution with the following locations.

Moffitt Cancer Center Magnolia Campus

12902 USF Magnolia Drive
Tampa, FL 33612
(813) 745-4673

This campus includes the Moffitt Cancer Hospital, Muriel Rothman Building (clinic), and Vincent A. Stabile Research Building and the Moffitt Research Center.

Located in north Tampa, Moffitt Cancer Center is on the campus of the University of South Florida, at the corner of Magnolia and West Holly.



Moffitt Cancer Center at International Plaza



4101 Jim Walter Blvd.
Tampa, Florida 33607
(813) 745-1600

Moffitt Cancer Center, Richard M. Schulze Family Foundation Outpatient Center at McKinley Campus

10920 N. McKinley Drive
Tampa, Florida 33612
(813) 745-4673

Moffitt Cancer Center, Richard M. Shulze Family Foundation Outpatient Center is located less than a mile from the cancer center's main campus.



Moffitt Cancer Center Prevention Research, Fowler Campus

4117 E Fowler Ave. Tampa, FL 33617
(813) 745-3980



The Moffitt Cancer Center Prevention Research facility conducts research for prevention and early detection of cancer. The Moffitt Team Member Health Service Center, which includes Occupational Health and the Team Member Health Clinic are located here.

Moffitt Business Center at the Intellicenter Building

12653 Telecom Drive
Tampa, Florida 33637
(813) 745-4673

Moffitt Business Center is home to business administration departments.



Moffitt Malignant Hematology & Cellular Therapy at Memorial Healthcare System

801 N. Flamingo Road
Pembroke Pines, Florida 33028
1-954-265-4325



Divisions and Departments

Moffitt's research departments are typically discipline-based and focus on the career development of its faculty from appointment to tenure. Academic appointments include the ranks of assistant member, associate member, and senior member. Due to medical group requirements, MDs, whether they perform clinical activities full time or are physician-scientists, are appointed to one of 15 academic clinical departments in the Clinical Science division. PhD faculty members are appointed to one of the research departments within the Basic Science or Population Science divisions. Departments are led by a department chair.

- Basic Science Research
- Population Science Research
- Clinical Science
- Quantitative Science

Innovation

Moffitt discoveries have enhanced its understanding of cancer and led to multiple licensing and collaboration opportunities within the biomedical industry.

The Office of Innovation and Industry Alliances is charged with advancing the Moffitt discoveries by forging partnerships with startups and industry to bring cutting edge ideas and discoveries to the marketplace.

M2Gen® is an informatics solutions company that advances precision medicine by integrating and analyzing clinical and molecular data. It was founded at Moffitt Cancer Center to operationalize the Total Cancer Care® Protocol, a unique approach to studying patients throughout their lifetime.

Diversity

Leadership Commitment

B. Lee Green, PhD, Vice President of Moffitt Diversity states: *"The essence of true diversity enriches everyone's overall experiences. At Moffitt Cancer Center, we seek to create and foster an environment where everyone can enter the doors and feel confident that they will receive the best state-of-the art, compassionate cancer care in the nation. This is why Moffitt continues to build and renew its commitment to promoting diversity and equity through its cancer care, research, education, and employment. Moffitt's leadership believes that diversity and inclusion is paramount to achieving excellence and fulfilling its mission to contribute to the prevention and cure of cancer."*

Moffitt Diversity is charged with ensuring that the diverse communities and populations that comprise the fabric of the Cancer Center embrace its Culture of Diversity. This commitment to diversity will enable Moffitt to sustain its reputation as one of the premiere cancer centers in the country. At Moffitt, diversity is not addressed as a separate entity, but woven into the overall fabric of the organization's efforts.

"I am extremely excited and optimistic about the future of Moffitt and the impact that our commitment to diversity will have on our employees, our community, and our contribution to the prevention and cure of cancer," said Dr. Green. "Max De Pree said it best: We need to give each other space to grow, to be ourselves, to exercise our diversity. We need to give each other space so that we may both give and receive such beautiful things as ideas, openness, dignity, joy, healing and inclusion."

Diversity Mission Statement

To create a Moffitt culture of diversity and inclusion as we strive to contribute to the prevention and cure of cancer.

Diversity Vision

Moffitt Cancer Center is recognized as the model wherein the diversity of our employees and communities is valued and supported as essential components to contributing to the prevention and cure of cancer.

The cancer center is an equal opportunity employer. It is the policy of the cancer center to prohibit unlawful discrimination and harassment of any type and to afford equal employment opportunities to workforce members and applicants, regardless of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, marital status, disability, genetic information, veteran's status, or any other characteristic protected by federal, state, or local law.

- [News: Moffitt Makes 2016 DiversityInc Top 10 Hospitals and Healthcare Systems List](#)
- [Non-Discrimination Promise](#)
- [Moffitt Diversity Annual Report](#)
- [Supplier Diversity](#)
- [Community Benefit](#)
- [Language Services](#)
- [M-Power](#)

Diversity is a priority at Moffitt and is meant to *promote a culture of diversity and inclusion as we contribute to the prevention and cure of cancer*. Moffitt Diversity focuses its efforts on eliminating those obstacles to an individual's ability to exist within their personal comfort zone at the Cancer Center. Everyone is important to meeting this priority. Addressing and responding to diversity and inclusion fosters an environment where mutual respect for diverse cultures, communication styles, languages, customs, beliefs, values, traditions, experiences, and other ways in which it identifies itself, is the expectation.

Executive Leadership



Patrick Hwu, MD
President and Chief Executive Officer

Effective November 10, 2020 world-renowned tumor immunologist Patrick Hwu, MD, has been appointed the new President and CEO of Moffitt Cancer Center. He joins Moffitt from The University of Texas MD Anderson Cancer Center, where he is the division head of Cancer Medicine.

Dr. Hwu brings 33 years of oncology experience to Moffitt. He held various leadership roles during 17 years at MD Anderson, including Chair of the Department of Sarcoma Medical Oncology and Co-Director of the Center for Cancer Immunology Research. He was the first Chair of the Department of Melanoma Medical Oncology. Known for leading transformative research into the clinic, Dr. Hwu helped pioneer the field of gene modified T cells, publishing research on the first chimeric antigen receptor directed against cancer. His work focuses on vaccines, adoptive T-cell therapies, and immune resistance. He is the principal investigator on a National Institutes of Health SPORE grant for melanoma and has more than 270 peer-reviewed publications.

Dr. Hwu is Vice President/President Elect at the Society for Immunotherapy of Cancer, serves on the Melanoma Research Alliance Foundation Medical Advisory Panel in Washington, D.C., and is a member of numerous scientific advisory boards throughout the U.S.

He earned his medical degree from The Medical College of Pennsylvania. He served as a house officer in Internal Medicine at The Johns Hopkins Hospital and completed a fellowship in oncology at the National Cancer Institute.



G. Douglas Letson, MD
Executive Vice President, Clinical Affairs & Physician-in-Chief

Dr. G. Douglas Letson is Executive Vice President of Clinical Affairs and Physician-in-Chief at Moffitt Cancer Center, as well as prior Chair of the Sarcoma Department. In addition, he is a professor of surgery, radiology and orthopaedics at the University of South Florida and Director of the USF Orthopaedic Residency Program.

As an orthopaedic oncology surgeon, Dr. Letson's research and clinical interests include: novel therapeutic agents to treat sarcoma; limb salvage for bone and soft tissue tumors; as well as segmental prosthesis, new hinge designs and soft tissue attachment for metallic prosthesis. Dr. Letson has a keen interest in new techniques and design of instrumentation for minimal invasive reconstructive surgery. He collaborated with Stanmore Corporation in England to develop a

non-invasive leg lengthening implant, and he is the only physician in the United States to implant and lengthen the limbs of several children successfully.

A graduate of Louisiana State University School of Medicine, Dr. Letson completed his residency in orthopedics at LSU affiliated hospitals, where he was Chief Resident at LSU Children's Hospital. He pursued advanced training through a musculoskeletal oncology fellowship at Massachusetts General Hospital-Harvard Medical School and was awarded Clinical Oncology Fellow of the American Cancer Society.

Prior to joining Moffitt in 2000, he was with the Watson Clinic in Lakeland, FL, and with the Florida Orthopaedic Institute in Tampa. Dr. Letson is a frequent guest speaker at local and international physician conferences and has received numerous awards, including American Orthopaedic Academy Honor Society, Professor of the Year at Orlando Regional Healthcare, Teacher of the Year for the USF Radiology Department and Best Doctors in America.



Dörte Heimbeck, PhD
Associate Chief Wellness Officer

Dr. Dörte Heimbeck serves as the Associate Chief Wellness Officer at the Moffitt Cancer Center.

For the past 10 years, Dr. Heimbeck has served as an organizational development expert and advisor for the H. Lee Moffitt Cancer Center and Research Institute in Tampa, Florida. Starting out as the Director of Organizational Development, she created a strong internal OD consulting function from scratch and embedded new services into the fabric of the organization from onboarding to development, succession planning and change management.

As the Interim VP of Human Resources, Dr. Heimbeck led the re-structure of the HR department in 2011. For several years, her focus continued to be on the Organizational Development function centering around guiding the organization in their engagement journey from a 12th percentile ranking to an almost top decile performance (89th percentile).

A few years ago, she transitioned into the role of Senior Leadership Advisor and Coach and worked with executive and senior leaders to maximize their potential. Dr. Heimbeck focused on establishing a new organizational governance structure and supporting the executive team through coaching, facilitation, and succession planning.

One key focus throughout her entire career with Moffitt has been in supporting physicians in their journey through coaching. Physician Leadership asked her to play an integral part in conceptualizing the Provider Wellness Office and take on the role of Associate Chief Wellness Officer. In this role she will support the Chief Wellness Officer who leads Moffitt's Wellness Program with an initial focus on faculty well-being (both clinical and research) and the goal of further expansion of the program to all Moffitt team members over time. Their focus will be to develop, implement, and evaluate programs and initiatives that further the well-being of faculty by improvements in the following domains: efficiency of practice, culture of wellness and personal resilience.

Dr. Heimbeck has been educated in Europe and holds a Ph.D. in organizational psychology (University of Amsterdam, The Netherlands) and a master's degree in psychology with a minor in medicine (University of Giessen, Germany).



Karen Wartenberg
Vice President, Moffitt Medical Group

Karen Wartenberg is the Vice President of Moffitt Medical Group. She joined Moffitt Cancer Center in 2006 and prior to being named Vice President, she was Senior Director of Financial Analysis and Budgeting since January 2009.

Ms. Wartenberg provides financial analytic support for strategic planning and business development, and she oversees Medicare and Medicaid hospital cost reporting and reimbursement, as well as research indirect cost rate setting and oversees an annual operations budget of \$1.2 billion and a capital budget of \$96 million.

She has overseen financial analyses that supported the development of a nationally recognized lung cancer bundle payment model and an oncology shared savings program. Ms. Wartenberg also led the implementation of the McKesson Financial Decision Support system, which integrates physician and hospital financial operations and improves financial reporting processes.

Ms. Wartenberg is a member of the Alliance for Dedicated Cancer Centers and serves on the Alliance's Business Analytics Committee.



John (Jack) Kolosky
Executive Vice President, Chief Operating Officer, President of Moffitt Hospital

Jack Kolosky is Chief Operating Officer of Moffitt Cancer Center in Tampa, Florida, and serves as the President of Moffitt Hospital. He joined the Cancer Center in November 1999.

Mr. Kolosky is responsible for ensuring that high quality care is provided to its many patients and that the Cancer Center is compliant with regulatory agencies and accrediting bodies, continually monitoring Moffitt's service and delivery systems. Mr. Kolosky also has the role of corporate Executive Vice President/Chief Operating Officer, where he oversees Patient Care Services as well as corporate functions as Information Technology, Internal Audit, and Facilities and Support Services.

He has more than 30 years of healthcare leadership experience, including multiple hospital environments, clinic settings and academic, tertiary healthcare delivery systems. Prior to coming to Moffitt, Mr. Kolosky served as the Chief Financial Officer for the Georgetown University Medical Center in Washington, D.C., and as the Associate Vice President and Chief Financial Officer of the University of Texas M. D. Anderson Cancer Center in Houston, Texas.

Mr. Kolosky received his bachelor's degree in accounting from Western Illinois University and an MBA in finance from Drake University. He holds a Certificate from the Harvard University School of Public Health and is a Certified Public Accountant.

Mr. Kolosky is a Fellow in the Healthcare Financial Management Association, a member of the American College of Healthcare Executives, and he is active in several other professional organizations. He serves on the board of directors of Moffitt Genetics Corporation (M2Gen), the Tampa Bay Partnership, and is the past chair of Chapters Health System (the parent corporation of LifePath Hospice). Mr. Kolosky is currently the Board Chair of the Alliance of Dedicated Cancer Centers and the Board Chair of the Florida Hospital Association. He also previously served on the board of the Nevada Cancer Institute.



Maria Muller

Executive Vice President, Chief Philanthropy Officer, and Foundation President

Maria Muller is Executive Vice President, Chief Philanthropy Officer and Foundation President at Moffitt Cancer Center.

In this role, Ms. Muller advances and executes the strategic vision for philanthropy at Moffitt, working closely with executive leadership to identify and define the institution's fundraising aspirations and priorities.

With more than 20 years of experience in fundraising and development, Ms. Muller joined Moffitt from Boston, where she was deputy director of the Museum of Fine Arts and most recently consulted with the Harvard Art Museums.

She spent the earlier part of her career in development at The British Museum and The National Gallery in London.

Ms. Muller holds a BA degree in politics, philosophy, and history from the University of London.



L. David de la Parte

Executive Vice President, General Counsel

L. David de la Parte is Executive Vice President and in-house General Counsel at the Moffitt Cancer Center. He joined Moffitt Cancer Center to establish its in-house General Counsel office in March 2007 after leaving de la Parte & Gilbert, P.A. as its managing partner. He received his bachelor's degree in political science from Florida State University in 1983 and his Juris Doctor from Stetson University College of Law in 1985. While in private practice, Mr. de la Parte concentrated his practice in the general representation of clients in the healthcare industry and the representation of

governmental and quasi-governmental agencies. He became Moffitt Cancer Center's outside General Counsel in 1990.

He was admitted to The Florida Bar, the United States District Court for the Middle District of Florida and the United States Court of Appeals for the Eleventh Circuit in 1986. He is also a member of the Bar of the United States Supreme Court. He is a member of the American and Florida Bar Associations and was the founding chair of the Hillsborough County Bar Association Health Law Section. He is also a member of the American Health Lawyers Association and the Florida Hospital Association Academy of Healthcare Attorneys. He is considered an "AV" rated attorney by the Martindale-Hubbell Law Directory, which is the highest rating conferred by Martindale-Hubbell for legal skills and ethical conduct. In 2004, he was recognized by Florida Trend magazine as one of Florida's "Legal Elite."

Mr. de la Parte is past chair of the District 6 Health and Human Services Board for Hillsborough and Manatee Counties. In 1995, he served as co-chair of the Governor's Special Panel on Child Protection, which investigated the death of Lucas Ciambrone. He is past chair and currently serves on the Board of Directors of Youth Environmental Services, Inc., and Tampa Marine Institutes, Inc., non-profit organizations which operate programs for the rehabilitation of delinquent youth.



Yvette Tremonti, CPA, MBA

Executive Vice President, Chief Financial & Administrative Officer

Yvette Tremonti is the Chief Financial and Administrative Officer of Moffitt Cancer Center in Tampa, Florida and is responsible for overseeing the financial operations of the center, Digital Innovation, Information Technology, Construction Planning & Design, and the Enterprise Project Management Office/Process Excellence.

In this capacity, Ms. Tremonti also oversees Payor and Partnership Strategy, Strategy and Planning, and Human Resources. Ms. Tremonti supports the successful navigation of the organization through a dynamic healthcare terrain and ensures that department leaders are aligned with Moffitt's strategy to transform cancer care.

As part of the senior leadership team, she is responsible for ensuring the development and achievement of the long-term strategic and financial goals. She has worked for Moffitt Cancer Center since 1996. Prior to her current role, Ms. Tremonti served as Executive Vice President of Strategy and Business Development and as Vice President of Human Resources.

Ms. Tremonti has approximately 23 years of healthcare finance experience. She spent nine years with Ernst & Young in the audit practice focused on for-profit and not-for-profit healthcare entities.

Ms. Tremonti holds a bachelor's degree in business administration from the University of South Florida and a Master's in business administration from Auburn University. She is a member of the American and Florida Institute of Certified Public Accountants.

She places a high priority on the Cancer Center's community involvement, encouraging Moffitt's leadership and her own direct reports to be involved in organizations and activities that help to

enhance the Tampa Bay community. She has taken an active role on the Board of Directors of the Greater Tampa Chamber of Commerce (past), the Hillsborough Education Foundation, National Comprehensive Cancer Network (NCCN) Board of Directors, and National Comprehensive Cancer Network (NCCN) Finance Committee. She was also awarded the 2018 Chief Financial Officer of the Year by the Tampa Bay Business Journal and the 2019 Leukemia & Lymphoma Woman of the Year for Tampa Bay.



John L. Cleveland, PhD
Center Director and Executive Vice President

Dr. Cleveland was named Center Director and Executive Vice President in April 2020. He joined Moffitt Cancer Center in 2014 as Associate Center Director of Basic Science. Prior to joining Moffitt,

Dr. Cleveland was Professor and Chair of the Department of Cancer Biology at The Scripps Research Institute. He also held various leadership roles with St. Jude Children's Research Hospital.

Dr. Cleveland sets the strategy and vision for the research enterprise, overseeing 100 research labs and 175 renowned faculty at Moffitt. He serves as principal investigator of Moffitt's Cancer Center Support Grant (CCSG), which brings in approximately \$3 million in NCI funding by delivering transdisciplinary science and driving impact locally, regionally, and beyond. His focus is on recruitment, mentoring, and training, and his disciplines include tumor biology, malignant hematology, cancer biology and evolution program, melanoma research center of excellence, evolutionary therapy, and lung cancer center of excellence.

Dr. Cleveland earned his bachelor's degree in biology from the University of Maine and his doctorate in immunology and microbiology from Wayne State University School of Medicine.

As an exceptional scientist and leader, bringing 40 years of research experience to the role, including work with the National Cancer Institute, Dr. Cleveland is responsible for continuing to elevate Moffitt's research enterprise and reputation for world-class bench-to-bedside science.

Position Description

The Chief Wellness Officer is responsible for improving the overall health and well-being of the clinical and research faculty of the Moffitt Cancer Center. This position requires a highly collaborative and transformational thought leader with a deep understanding of the challenges faced by faculty in an increasingly complex medical, legal, and regulatory environment.

Reporting Relationship

The Chief Wellness Officer reports to the Executive Vice President/Physician-in-Chief at the Moffitt Cancer Center.

Purpose of Position

As outlined by one of the leading academic centers for physician wellness, Stanford University, the Chief Wellness Officer will focus their efforts on the following domains within Moffitt Cancer Center:

- Culture of Wellness
 - Shared values, behaviors, and leadership qualities that prioritize personal and professional growth, community, and compassion for self and others.
- Efficiency of Practice
 - Workplace systems, processes, and practices that promote safety, quality, effectiveness, positive patient and colleague interactions, and work-life balance.
- Personal Resilience
 - Individual skills, behaviors, and attitudes that contribute to physical, emotional, and professional well-being.

Principal Accountabilities

- Selecting and working with a “health team” of internal team members, vendors, and consultants to develop a program for the organization.
- Designing a variety of wellness initiatives based on the three domains listed above.
- Reporting on health outcomes of the clinical and research faculty of the Moffitt Cancer Center
- Measuring Return on Investment (ROI) on all wellness initiatives.
- Leveraging data and predictive modeling to craft new wellness initiatives, and to modulate investment in initiatives based on their success.

Key Duties and Responsibilities

- Provides strategic vision, planning, and direction to the development, implementation, and evaluation initiatives to improve faculty health and well-being outcomes.
- Regularly monitors and reports outcomes, including measures of engagement, professional fulfillment, health and well-being, return on investment, value on investment, and tracks how they change with the introduction of interventions.
- Implements effective evidence-based interventions at the individual, group, and system-wide levels.
- Creates a culture of wellness to improve organizational health and well-being at the system level.
- Conducts evidence-based quality improvement efforts that support faculty well-being.
- Raises awareness and provides education about the impact of professional burnout and the benefit of building resiliency and coping skills.
- Implements system-level interventions on efficiency of practice, participatory management, and empowering of healthcare professionals to develop their voice on culture.
- Pursues/advances well-being research efforts where appropriate.
- Coordinates and works with mental health leaders to decrease stigma and improve access to and awareness of mental health services.
- Oversees the business plan development for implementation and delivery of programs and services that support clinician well-being.

Experience and Qualifications

- Medical degree with an unrestricted Florida medical license or the ability to obtain an unrestricted license.
- ABMS or equivalent board certification in medical or surgical specialty.
- Will perform in a manner that allows for active membership in good standing status of the medical staff at the Moffitt Cancer Center.
- Ability to demonstrate collaboration with diverse stakeholder groups.
- Excellent presentation skills, including ability to present to leadership groups across the organization.
- Strong time management/organization skills with the ability to effectively manage competing priorities.
- Exceptional problem-solving skills and the ability to consistently exercise sound judgement and initiative in highly complex clinical and business problems.
- Dedication to a positive attitude, strong customer service support, and commitment to the achievement of Moffitt's strategic goals is required.
- Ability to work effectively in a cross-functional team environment as well as work independently.

- Demonstrate a high level of professionalism in all dealings with business associates and clients.

Personal and Professional Attributes

The successful candidate will possess a wide range of needed personality traits, work habits, and social skills necessary to perform effectively within the organization. This individual will possess both personal and professional integrity, strong communication skills, and a professional appearance and presentation.

Specifically, the following knowledge, skills, and abilities will be required to be successful in this position:

- Honest and a highly ethical team player.
- Strong people management and leadership skills. Ability to communicate and work well with people at all levels.
- An extremely organized, disciplined, hands-on, and process-oriented leader who is not afraid of digging into details when necessary.
- Initiative, self-confidence, good judgment, and the ability to make decisions in a timely fashion.
- Highly engaged, energetic, focused, and execution-oriented.
- Willing and able to roll up sleeves and do hands-on work one minute and discuss strategic positioning and the “big picture” the next.
- Strategic vision and thinking. Ability to position the organization for the future, looking beyond the present situation to conceptualize key trends and identify changing market demands.
- Strong business acumen, intelligence, and capacity; able to think strategically and implement tactically.
- Strong work ethic; achievement-oriented; motivated beyond personal interests.
- Open leadership style. Actively seeks out and supports collaborative thinking and problem solving with others in the organization. Does not view collaborative dialogue around decisions as a personal attack on abilities.
- Problem-solves and approaches work from a “return on investment” perspective.
- Knowledgeable of how decisions impact all aspects of the business. Approaches his/her work as an interconnected system. Ability to understand major objectives and break them down into meaningful action steps.
- A “failure is not an option” mentality and demonstrated proactive management style.

Opportunity Assessment

The Chief Wellness Officer of the Moffitt Cancer Center will have the opportunity to pioneer a national leading physician wellness program to become the benchmark standard for physician physical and mental health models and clinical workflows.

The full alignment of the Chief Physician Officer and the Board of Directors creates a further opportunity for a cutting-edge leader to expand current wellness initiatives in a meaningful and impactful manner.

The Chief Wellness Officer will work with leaders across the enterprise to leverage the collective strength and abilities of the system including the medical faculty and the Graduate Medical Education Program. This is a significant opportunity to leverage the resources of one of the nation's leading cancer centers, while transforming the local physician community, building a model that creates the very best patient care for the enterprise.

The CWO will direct a senior physician leadership team with dedicated and protected time to focus on the build-out of the wellness program. The Chief Wellness Officer will also maintain a small portion of their time for clinical practice.

Community Information

The Chief Wellness Officer will be located in the organization’s main hospital in Tampa, Florida. As you will read, Tampa is a community of choice for many good reasons.

Tampa, Florida

Located in Hillsborough County, Tampa is the county seat and is known as one of the best places to live in Florida. With its mix of historic architecture and modern landmarks, a culture infused with Cuban and Spanish flavors, a vibrant business district and beautiful waterways, Tampa is a wonderful place to work, play, and unwind.



With Tampa’s blue skies, abundant sunshine, and an average temperature of 82 degrees, it is a great city for all ages, especially for beach enthusiasts. Several gorgeous beaches are within an hour from the city.

The population of Tampa is approximately 393,000, which makes it the third largest city in Florida and the second largest metropolitan area in the state, commonly referred to as the “Tampa Bay Area”. Tampa Bay has an approximate population of 3.1 million and includes Tampa, Saint Petersburg, and Clearwater, Florida. Tampa is also the twelfth largest media market in the country. Its economy is founded on a diverse base that includes tourism, agriculture, construction, finance, healthcare, government, technology, and the Port of Tampa, which is the largest port in the state of Florida. Hospitality is as warm as the weather in the Tampa Bay Area.

Education

The primary and secondary public education system in Tampa, Florida is operated by Hillsborough County Public Schools. It is ranked the eighth largest school district in the United States. The school district of Hillsborough County runs 208 schools, of these, 12 out of 27 high schools were included in Newsweek’s list of America’s Best High Schools.

There are several institutions of higher education in Tampa. The city is home to the main campus of the University of South Florida (USF), which is the largest university in Tampa with an enrollment of 31,389 students in Tampa and 37,333 student’s system wide.



The private University of Tampa located near downtown has an enrollment 8,443. It is accredited by the Southern Association of Colleges and Schools offering more than 200 programs of study, including 14 master’s degrees and a broad variety of majors, pre-professional programs, and certifications.

Hillsborough Community College is a two-year community college in the Florida College System with campuses in Tampa and Hillsborough county.

Southern Technical College is a private two-year college that operates a campus in Tampa. Hillsborough Technical Education Centers (HiTEC) is the postsecondary extension of the local areas Public School district which provides for a variety of technical training certification courses as well as job placement skills.



The Stetson University College of Law is in Gulfport and has a second campus, The Tampa Law Center, in downtown Tampa which houses the Tampa branch of Florida’s Second District Court of Appeal.

Other colleges and universities in the wider Tampa Bay area include Jersey College, Eckerd College, and St. Petersburg College in St. Petersburg.

Attractions

Tampa is best known for its museums and other cultural attractions, but its downtown is a major business center with an array of high-rise office buildings. Tampa also has historic old quarters known as Ybor City and Old Hyde Park, developed by Cuban and Spanish cigar factory workers at the turn of the 20th century, which is an exciting dining and nightlife destination now. In addition to its many seafood and fresh fish restaurants, Tampa is also known for its world-class chefs and outstanding cuisine from cultures around the globe.

Busch Gardens



Best known for its amazing roller coasters and exotic animal-viewing areas, Busch Gardens is a 335-acre African-themed amusement park and zoo. With thrill rides, live music and other performances, and up-close encounters with cheetahs, rhinos, and even sloths, and insider tours with everything from elephants to gorillas, there is something for everyone.

Henry B. Plant Museum

Once owned by railroad tycoon Henry Plant and part of the original Tampa Bay Hotel, this luxurious Victorian palace was turned into a museum in 1933. Adorned with elegant, vintage furnishings, this museum traces the history of the hotel and Henry Plant’s contributions to the development of the Tampa Bay area.



Straz Center for Performing Arts

The Straz Center works closely with the community to enhance arts education for children throughout the seven-county Tampa Bay area. The Center hosts such events as the Tampa Bay Youth Orchestra and Community Arts Ensemble.

Tampa Riverwalk



The Riverwalk is a path that stretches 2.6 miles along the banks and shores of Tampa Bay. It provides a safe and healthy venue for walking, biking and rollerblading. Locals and visitors alike stroll along the historic Hillsborough River and Garrison Channel gathering in parks and state-of-the-art facilities to enjoy special events and ongoing exhibitions such as the Tampa Riverfest, Riverwalk Trick or Treat, and the Downtown Tampa Holiday Lighted Boat Parade.

Tampa Theatre

As a protected landmark built in 1926, the Tampa Theatre hosts a variety of plays, foreign films and classic favorites. Community events, such as a summer camp for kids, are also held there. This beautiful and well-preserved theatre was named to the National Register of Historic Places in the 1970s.

ZooTampa at Lowry Park

As one of the nation’s most exotic interactive zoos, ZooTampa (formerly known as Lowry Park Zoo) is a 56-acre world-class zoo with naturalistic animal exhibits in a tropical garden setting. With more





than 1,300 animals, ZooTampa is a nonprofit center for the conservation of endangered wildlife and hosts exhibits from Africa, Asia, and of course, Florida, as well as exotic bird and manatee shows. One of the most sought-after events is the giraffe feeding plateau which allows guests to stand eye-to-eye with these long-necked gentle beasts, feeding them lettuce from a platform.

Sports

The Tampa Bay area has several professional major and minor league sports teams. There are three teams which compete in the major leagues as outlined below. Tampa also hosts spring training for six additional Major League Baseball teams.

Tampa Bay Buccaneers



The Bucs joined the National Football League in 1976 and are members of the National Football Conference South division. Beginning in 1992, they were consistent playoff contenders for 10 years and won

Super Bowl XXXVII in 2002. The club is owned by the Glazer family and plays at the Raymond James Stadium in Tampa where the average attendance exceeds 50,000 fans per game.



Tampa Bay Lightning



This professional ice hockey team competes in the National Hockey League and is a member of the Atlantic Division of the Eastern Conference. Since 1996, the Tampa Bay Lightning have battled on the ice at the Amalie Arena, formerly known as the Ice Palace.

Currently, the head coach of the Lightning is Jon Cooper, who became a Prince of Wales trophy winner in 2015.



Tampa Bay Rays

Formerly known as the Devil Rays, this professional baseball team has been a serious contender in the Major's American League since 2008. Led by Manager Kevin Cash, they battled the Astros in the 2019 playoffs for the American League Championship title. Although the Rays didn't quite make it to the World Series, they have played in the Post Season five times in the last 12 years, so fans from across the country say it's only a matter of time.



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Furst Group

Furst Group is in its fourth decade of providing leadership solutions for the healthcare industry. Our experience in evaluating talent, structure, and culture helps companies align their organizations to execute their strategic initiatives.

Our talent and leadership solutions provide a comprehensive array of retained executive search and integrated talent management services, from individual leadership development to executive team performance to organizational/cultural assessment and succession planning.

Our clients include hospitals and health systems, managed care organizations, medical group practices, healthcare products and services companies, venture capital- or equity-backed firms, insurance companies, integrated delivery systems, and hospice and post-acute care businesses.

Furst Group recognizes partnerships are the cornerstone of our business. In today's competitive talent environment, having a defined process that provides clients and individuals with clarity and feedback throughout the entire job search is paramount to our business model.

We take extra steps to ensure candidates:

- Understand the nuances of a particular position or organization.
- Are prepared for interviews and conversations.
- Have access to interview and travel schedules.
- Are provided timely feedback.
- Remain in our database for future contact.
- Value diversity and the principles and ethics practiced by our client organizations.

We look forward to working with you as a potential candidate for the Chief Wellness Officer position for Moffitt Cancer Center in Tampa, Florida.

For additional information on Furst Group, please visit our website at www.furstgroup.com. To learn more about this particular position, please call (800) 642-9940 or contact:



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