

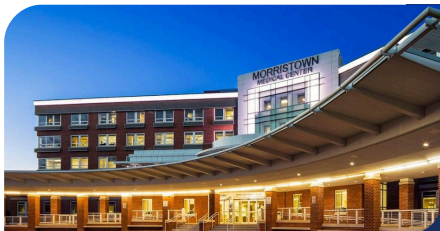


Atlantic  
Health System

# System Service Line Strategy and Growth Executive

Atlantic Health System  
*Morristown, New Jersey*

A Position Profile



**FurstGroup**  
*Defining and refining leadership.*  
An MPI Company

## *Overview*

Atlantic Health System	3
Opportunity to Join Atlantic Health	3
Atlantic Health System	3
Transforming Care Models	4
Innovation and Technology	4
Mission	5
Vision	5
Brand Promise	5
Shared Values	5
Commitment to Excellence	5
Hospitals	6
Atlantic Physician Enterprise	8
Atlantic Home Care and Hospice	9
Affiliations and Partnerships	9
Service Line Excellence	10
Awards and Designations	11
Executive Leadership	12
Organizational Chart	15

## *Position Description*

Position Description	16
Reporting Relationship	16
Principal Accountabilities	16
Experience and Qualifications	17
Personal and Professional Attributes	18

## *Community Information*

Community Information	19
Tri-State Region	19
Morristown, New Jersey	19

## *About Us*

Furst Group	23
-------------	----

# Atlantic Health System

**A**tlantic Health System has a long-standing tradition of providing exceptional patient outcomes and experiences. It is home to seven award-winning hospitals, including Morristown Medical Center, the No. 1 hospital in New Jersey according to *U.S. News & World Report*, Castle Connelly, and *Newsweek's* World's Best Hospitals. The system has also been ranked first in New Jersey in consumer preference by Monigle and first among health systems in the state as a "Best Workplace" by both *Modern Healthcare* and *Fortune* magazine.

## Opportunity to Join Atlantic Health

In a newly created role, the Service Line Strategy and Growth Executive will be a critical addition to the Atlantic Health System (AHS) executive team at a time of great opportunity. This strategic thought leader will work with the CEO of the Hospital Division, market leaders, and other executives to develop, execute, and sustain strategic service line initiatives in support of advancing the enterprise's mission of building healthier communities. This executive will lead prioritization and execution of strategies to increase market share, improve access, and enhance patient experience across all service lines. From a network-wide vantage point, this leader will manage the assessment and development of new services and/or programs to increase customer focus, improve access, respond to the needs of the community, physicians and customers, enhance the AHS brand, and provide a competitive advantage for the organization in the external marketplace. As growth opportunities for key service lines are identified, this person will manage the identification and negotiation of joint ventures, potential M&A targets, and other strategic partnership opportunities.

The ability to build collaborative relationships, demonstrate strong, proactive thinking with a natural curiosity, coupled with proven success accelerating service line performance through cohesive strategic planning and execution, is critical for success in this role. Previous achievement of increased revenue, market share, and patient satisfaction will be important in taking Atlantic Health System above and beyond the nearly 1 million unique patients and continue to expand key clinical programs.

## Atlantic Health System

Powered by a passionate workforce of more than 18,000 team members and 4,800 affiliated physicians dedicated to building healthier communities, Atlantic Health System serves more than half the state of New Jersey, including 11 counties and 4.9 million people. The system provides care for the full continuum of health needs across a wide array of settings, including 14 urgent care centers, Atlantic Rehabilitation Institute, Atlantic Home Care and Hospice, and Atlantic Anywhere's Virtual Visits. Facilitating connections between these services on both land and air is the transportation fleet of Atlantic Mobile Health.



represents more than 2,675 healthcare providers throughout northern and central New Jersey. This

Laser-focused on the opportunity to provide the very best patient outcomes and experience at the lowest cost, Atlantic Alliance – a Clinically Integrated Network –

network includes 1,000 physicians and providers comprising one of the largest multi-specialty practices in the state – Atlantic Medical Group, as well as members of the Atlantic Accountable Care Organization and Optimus Healthcare Partners, which work to enhance patient care delivery. All ACOs had outstanding results in quality reporting under the Merit-based Incentive Payment System. In total in 2018, the ACOs saved Medicare \$9.6 million and over \$100 million since program inception.

This focus on access and affordability has resulted in the development of purposeful partnerships that have created new opportunities and value for patients. Atlantic Health is a founding member of the PIER Consortium – Partners in Innovation, Education, and Research – a streamlined clinical trial system expanding access to groundbreaking research across seven health systems in New Jersey.

### Transforming Care Models

Atlantic Health System leads the Healthcare Transformation Consortium (HTC,) a collaborative of seven independent regional hospitals and health systems based in New Jersey, each with self-funded employee health plans, that share their expertise to address issues many businesses now face: how to improve access to high-quality health care for covered employees and dependents while reducing costs. Members of the consortium include Atlantic Health System, CentraState Healthcare System, Holy Name Medical Center, Hunterdon Healthcare, St. Joseph's Health, Virtua and Saint Peter's Healthcare System. The member organizations have collectively bid out for third-party administration of their self-insured employee health plans. The group selected a single carrier with the aim of reducing administrative fees associated with providing healthcare benefits and providing more choice and access for the members and their dependents. The consortium selected Aetna, who partnered with the member organizations to develop a unique product that can be replicated by health systems in other regions.



HTC is committed to teamwork and is creating an innovative new model for health care delivery for New Jersey and beyond.

### Innovation and Technology

Atlantic Health System is frequently recognized for the use of innovation and technology in care delivery and has just been named to the College of Healthcare Information Management Executives' (CHIME) 2019 Most Wired list in recognition of "meaningful clinical and efficient outcomes" and for embracing advanced technologies, such as telehealth, that expand access to care. In addition to leveraging the latest advancements in technology, Atlantic has built a culture of innovation embraced by team members throughout the system. Atlantic Health Advancements (AHA!), a unique innovation center and idea incubator launched in November 2017, provides opportunities and a platform for every colleague at Atlantic Health to generate ideas that will enhance care delivery, improve clinical outcomes, and reduce costs.



*AHS's team with Insulin Safety Secure Initiative (ISSI) Box*

Understanding the importance of educating and preparing the next generation of physicians and caregivers, Atlantic Health System is home to a regional campus of Jefferson's Sidney Kimmel Medical College (SKMC) at Morristown Medical Center and Overlook Medical Center. SKMC offers a Longitudinal Integrated Clerkship (LIC), a unique model of undergraduate medical education that reinforces continuity of care and patient-centered treatment unique in northern New Jersey. With more than 290 medical residents and fellows, and several technologist and technician certificate programs, Atlantic Health is training New Jersey's future healthcare professionals.

With a clear sense of purpose and unparalleled culture, Atlantic Health System attracts top leaders in the field of healthcare, from CEO Brian Gragnolati – who is the immediate past Chair of the American Hospital Association – to the numerous team members who serve as leaders across national clinical associations and research entities.



### Mission

*Designing and delivering high quality, innovative and personalized health care, to build healthier communities and improve lives for patients, consumers, and caregivers*

### Vision

*Improving lives, empowering communities through health, hope and healing*

### Brand Promise

*Our promise to our communities is that all who enter our system receive the highest quality care delivered at the right time, at the right place, and at the right cost. We are committed to creating a Trusted Network of Caring®.*

### Shared Values

*Professionalism*

*Respect*

*Involvement*

*Dignity*

*Excellence*

### Commitment to Excellence

*Our vision and mission are supported by a culture of Shared Values and Performance Standards. This culture is embodied in our commitment to excellence and is defined through goals and achievements in service, quality, physicians, people, growth and cost.*

## Service

*Atlantic Health System is committed to providing superior customer satisfaction that ensures you and your family an exceptional experience, making your health care experience unique and rewarding.*

## Quality & Safety

*Quality care is to be expected, and at Atlantic Health System, we strive to offer an unparalleled level of care by continually seeking ways to improve patient safety.*

## People

*Atlantic Health System is committed to recruiting the best and the brightest and provides its employees with a rewarding career experience. Satisfied employees deliver a high level of quality and compassion – it's what patients should expect and deserve.*

## Growth

*As community demands for services increase, Atlantic Health System is dedicated to providing convenient access to the unique services and cutting-edge technology that meet patient and physician needs.*

## Cost

*As a non-profit organization, Atlantic Health System is not only fiscally prudent, but socially responsible to providing its community with high quality, safe, affordable patient care.*

## Community

*We have a long history of expanding care beyond the walls of our hospitals and making the communities we serve healthier places to live.*

*Our employees and physicians are committed to working together to create a culture that is focused on improving patient, employee and physician satisfaction. We are dedicated to creating an organizational culture where our patients, employees and physicians feel valued. Thank you for choosing Atlantic Health System.*

## Hospitals

Featuring state-of-the-art equipment and comfortable, family-friendly environments, Atlantic Health System's world-class hospitals are on the forefront of medicine and continually set standards for quality healthcare in New Jersey and the New York metropolitan area.

**Morristown Medical Center**, a nationally recognized leader in cardiology, orthopedics, nursing, critical care, and geriatrics, is the only hospital in New Jersey named one of America's "50 Best Hospitals" for four consecutive years by Healthgrades. It is also rated the No. 1 hospital in the state by both *U.S. News & World Report* and *Castle Connolly*; named one of the World's Best Hospitals (the 28th best hospital in the United States and No. 1 in New Jersey) by





*Newsweek*; and included on Becker's Healthcare 2019 list of "100 Great Hospitals in America." In addition, Leapfrog recognized Morristown Medical Center with an "A" hospital safety grade – its highest – eight consecutive times, and the Centers for Medicare and Medicaid Services awarded the facility its highest five-star rating in 2019. Morristown Medical Center is a Magnet Hospital for Excellence in Nursing Service, the highest level of recognition achievable from the American Nurses Credentialing Center for facilities that provide acute care services. It is also designated a Level I Regional Trauma Center by the American College of Surgeons and a Level II by the State of New Jersey.



**Overlook Medical Center** is home to some of New Jersey's top doctors, offering cutting-edge research, advanced technology and treatments in a compassionate, patient-centered environment. Its Atlantic Neuroscience Institute is the region's leader in the neuroscience care, offering a broad range of advanced neurological, neurosurgical, and

neurodiagnostic services. It is also certified as a Level IV Epilepsy Center and home to the Gerald J. Glasser Brain Tumor Center, where more brain tumor surgeries are performed than anywhere else in New Jersey. The CyberKnife® program is the largest and most experienced in the state, and a satellite emergency department in Union, New Jersey, treats about 40,000 emergency cases each year. In addition, Overlook Medical Center has advanced certification from The Joint Commission for perinatal care and is designated an Advanced Comprehensive Stroke Center. Additional Joint Commission-certified services include behavioral healthcare, spine surgery, wound care, and primary care medical home (PCMH).

Since 1932, **Newton Medical Center** has been providing care to the people of Sussex and Warren counties in New Jersey, Pike County in Pennsylvania, and southern Orange County in New York. It is home to the Center for Breast Health, the only one of its kind in Sussex County, addressing all of a woman's breast health needs with state-of-the-art technology, resources, education, support, and follow-up care. Newton Medical Center recently achieved the American Nurses Credentialing Center's Pathway to Excellence designation and is one of a select few healthcare facilities in New Jersey accredited by the Intersocietal Accreditation Commission (IAC) in all three echocardiography procedures: adult transthoracic, adult transesophageal, and adult stress.



Located in Pompton Plains, New Jersey, **Chilton Medical Center** is the top mid-sized hospital in the state, according to Castle Connolly Medical, Ltd. The Leapfrog Group gave the facility an "A" Hospital Safety Grade and it also earned the Lifeline Bronze Receiving Quality Achievement Award from the American Heart Association. In addition, The Joint Commission recognized

Chilton Medical Center as a Primary Stroke Center, it was awarded the American Heart Association/American Stroke Association's Get With The Guidelines®-Stroke Gold Plus Quality Achievement Award with Target: Stroke Honor Roll Elite, and it was recognized in 2020 with a Magnet nursing designation.

**Hackettstown Medical Center** has been providing care to the community since 1973, primarily serving Warren, Sussex, and Morris counties in New Jersey. From preventive services and outpatient testing, to care for minor injuries and life-threatening illness, it offers a wide range of services to keep the local population healthy. Hackettstown Medical Center maintains several designations, including Primary Stroke Center from both the New Jersey Department of Health & Senior Services and The Joint Commission's advanced certification program; accreditations from the American College of Radiology for mammography, nuclear medicine, and ultrasound; sleep disorder center accreditation from the American Academy of Sleep Medicine; and Quality of Care recognition for the cardiopulmonary department from the American Association for Respiratory Care. In addition, education, screenings, support groups, and wellness programs for people of all ages are provided through the Center for Healthier Living.



Located on the campus of Morristown Medical Center and part of Atlantic Health System Children's Health, **Goryeb Children's Hospital** is a state-designated "Children's Hospital" – an earned recognition from New Jersey and the national Children's Hospital Association. With more than 250 community pediatricians on staff and more than 100 board-certified

pediatric specialists, it is northern New Jersey's leading specialized pediatric hospital and No. 1 in the state for the treatment of pediatric cancer. To meet high demand, Goryeb Children's Hospital is currently expanding its pediatric intensive care unit (PICU) and adding inpatient beds. These spacious private suites will feature the latest equipment and rooming-in accommodations for parents, as well as a dedicated pharmacy for improved safety and quality of care.

Named one of the nation's "Best Rehab Hospitals, Institutions & Facilities" by *Rehab Management* magazine, **Atlantic Rehabilitation Institute** is a joint venture between Kindred Healthcare and Atlantic Health System. The Institute provides a full range of services to restore the health and functional abilities of people after an accident, illness, injury, or surgery. Whether at the inpatient facility in Morristown, New Jersey, or any of its outpatient locations throughout New Jersey, patients find the care they need to minimize pain, maximize independence, and improve their quality of life.



### Atlantic Physician Enterprise

**Atlantic Medical Group** is a multispecialty physician network that provides high-quality, comprehensive medical care with more than 1,000 doctors, nurse practitioners, and physician assistants at more than 300 locations throughout northern and central New Jersey and Northeast Pennsylvania. The integrated physician network offers an efficient, coordinated patient care experience, as well as a state-of-the-art electronic medical record system that provides patients enhanced, secure access to their medical data. Care is managed seamlessly among its comprehensive network of healthcare providers.



**Primary Care Partners, LLC** is a physician-owned and physician-governed group with strategic alliances with Atlantic Health System: Morristown Medical Center, Overlook Medical Center, Newton Medical Center, Chilton Medical Center, Hackettstown Medical Center, and Goryeb Children's Hospital. These medical centers serve as a valuable partner with Primary Care Partners and set high standards as a quality hospital system for patient care, with state-of-the-art facilities and a full range of medical specialties and services.

The Primary Care Partners philosophy is to provide high quality healthcare, treat patients with courtesy and respect, and help patients make informed decisions and live a healthier life. With more than 100 family medicine, internal medicine, and pediatric providers at 41 locations throughout New Jersey, its board-certified primary care physicians stand ready to provide proper diagnoses, prescribe the treatment, and help patients get well in the shortest possible time.

The physicians and office staff of Primary Care Partners are among the best in the region at providing high quality patient care, while creating a fabulous patient experience.

**Atlantic ACO** was created to reduce the growth of healthcare expenditures and improve quality of care through cooperation and coordination amongst providers. It comprises more than 1,700 physician participants who are affiliated with Atlantic Health System.

It aims to achieve the following goals:

- Undertake joint activities to improve healthcare delivery by developing and implementing effective clinical and administrative systems.
- Promote and create strategic physician and hospital alignment.
- Engage the Medicare Fee-for-Service patient population towards improved health in coordination with their primary care physicians.
- Achieve improved care for individuals and improved health for populations and reduce the growth of expenditures.

### Atlantic Home Care and Hospice

Atlantic Home Care provides treatment and education services designed to prevent or postpone hospitalizations, and aid in recovery after a stay in a hospital or rehabilitation facility. One of the first hospices in the United States, Atlantic Hospice has been helping improve patients' quality of life and supporting their family members and caregivers in private homes, assisted living facilities, and nursing homes for more than 35 years.

### Affiliations and Partnerships

Atlantic Health System is a member of AllSpire Health Partners, an alliance of seven hospital systems that addresses quality, population health management, best practices, and medical research in the Northeast region. Atlantic Health System also has medical school affiliation with the Sidney Kimmel Medical College at Thomas Jefferson University and is the official healthcare partner of the New York Jets.

## Service Line Excellence

Many of Atlantic Health System's programs have received national accolades and designations, including Morristown Medical Center's orthopedics program – ranked among the top 35 in the nation by *U.S. News & World Report*, and Atlantic Health System's Cancer Care program – New Jersey's first and only National Cancer Institute National Community Oncology Research Program.

Additionally, Atlantic Health System Neuroscience at Overlook Medical Center, working with Atlantic Mobile Health, was the first in the nation to deploy and use portable telestroke technology in ambulances for routine pre-hospital assessment of stroke patients.



*Gagnon Cardiovascular Institute*

### *Morristown Medical Center – The Hub of Heart Care*



Home to the largest cardiac surgery program in New Jersey and ranked one of the 30 best hospitals in the nation for cardiology and heart surgery by *U.S. News & World Report*, Morristown Medical Center's Gagnon Cardiovascular Institute serves as the hub of Atlantic Health System Heart Care.

Patients from Chilton Medical Center, Hackettstown Medical Center, Newton Medical Center, and Overlook Medical Center are seamlessly connected to Morristown when advanced cardiovascular care is necessary thanks to an infrastructure that includes helipads and ambulance transport and an electronic health record system that allows physicians to share health records in real time. In addition, pediatric cardiology services are available at Goryeb Children's Hospital, located on the Morristown Medical Center campus.

### *World-Class Cancer Research*

Atlantic Health System leads the fight against cancer with cutting-edge research. Atlantic Health Cancer Consortium (AHCC) is the first New Jersey-based National Cancer Institute Community Oncology Research Program (NCORP). Covering 73 percent of the state's population, the AHCC NCORP improves patient access to clinical trials focusing on cancer prevention, screening, care delivery, treatment, and quality of life.

In addition, physicians and healthcare professionals at Atlantic Health System Cancer Care participate in internationally recognized research for a multitude of cancers in more than 75 phase I to III clinical trials. Studies investigating the newest cancer treatments include:

- Tumor infiltrating lymphocyte (TIL) therapy for melanoma, head and neck cancer, and lung cancer
- The role of metabolism and first-in-class drugs (CPI-613) for stage 4 pancreatic cancer and other gastrointestinal cancers
- Novel small molecule chemotherapeutics for glioblastoma

- Immuno-oncology treatments for HPV-associated head and neck cancer and lung cancer

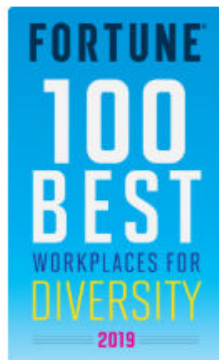


Carol G. Simon Cancer Center, Morristown

With cancer ranking as the second-leading cause of death in New Jersey and the clear need to expand the availability of affordable innovation to the state's residents, Atlantic Health System opened the Breakthrough Oncology Accelerator in 2019. This partnership with the Translational Genomics Research Institute (TGen), an affiliate of City of Hope, and Origin Commercial Ventures created a new platform to deliver economically viable immunotherapies and other breakthrough cancer treatments to the region through expedited access and novel payment options.

### Awards and Designations

Atlantic Health System's hospitals, programs and services have received prestigious recognition and certifications, including those below. For more detail on awards and recognition, visit <https://www.atlantichealth.org/about-us/who-we-are/awards-accreditations.html>



## Executive Leadership



**Amy Perry**

*Chief Executive Officer of the Hospital Division and Leader of Integrated Care Delivery for Atlantic Health System*

---

Amy Perry is a strategic leader with an impressive background in finance and operations, clinical quality and academic medicine, and health policy and governance. She has focused on driving high quality, patient-centered care and identifying opportunities for growth and innovation.

Amy oversees Atlantic Health System's seven hospitals, including Morristown Medical Center, which has nationally recognized programs and is currently ranked the top hospital in New Jersey by *U.S. News & World Report*. She also develops and manages strategic growth initiatives for specialty service lines and more than 400 ambulatory and post-acute care service sites, creating additional points of access to connect with 1 million-plus lives per year.

Formerly Executive Vice President of LifeBridge Health and President of Sinai Hospital, Amy was the driving force in launching Sinai Hospital's BioIncubator, an innovation hub contributing to the growth of Maryland's regional biotech community. Most recently, she oversaw the November 2017 rollout of Atlantic Health Advancements (AHa!), which is designed to not only encourage ideas and accelerate innovation, but also inspire the team of more than 18,000 employees and 4,800 physicians to enhance care delivery, improve clinical outcomes, and reduce costs.

Her approach to tackling access and affordability has yielded surprising collaborations with those traditionally considered competitors. For example, Atlantic Health System's recent partnership with MedExpress now serves as a model of how the health needs of a community can be better served when former competitors work together to coordinate care.

Amy is also a great example of a strong and compassionate female voice making an impact in healthcare and shaping the industry. Becker's Hospital Review included her on its December 2017 list of 130 Women Hospital and Health System Leaders to Know nationally. *NJBIZ* named her one of the top healthcare leaders in New Jersey for 2018 and presented her with a Healthcare Hero Award for Innovation in 2019. Amy was also recently named one of *Modern Healthcare's* Top 25 Women Leaders. This program honors female executives from all sectors of the healthcare system who are developing policy, leading change, and guiding healthcare delivery improvement across the country.

Amy earned her Bachelor of Arts degree in Communications from the University of Minnesota, and her Master of Science degree in Health Services Administration from Barry University in Miami.





**Brian Gragnolati**  
*System President and Chief Executive Officer*

---

Click [here](#) to access bio online.



**Kevin Lenahan**  
*Senior Vice President, Chief Financial and Administrative Officer*

---

Click [here](#) to access bio online.



**Steven Sheris, MD**  
*Senior Vice President, Physician Enterprise  
President, Atlantic Medical Group*

---

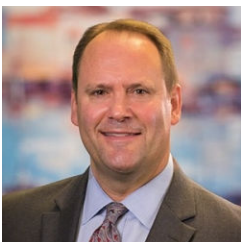
Click [here](#) to access bio online.



**Nikki Sumpter**  
*Senior Vice President, Chief Human Resources Officer*

---

Click [here](#) to access bio online.



**Robert Adams**  
*Vice President, Atlantic Health System and President,  
Hackettstown and Newton Medical Centers*

---

Click [here](#) to access bio online.



**Alan Lieber**

*Vice President, Atlantic Health System and President, Overlook Medical Center*

---

Click [here](#) to access bio online.



**Paul Marmora, CPA, MBA**

*Vice President, Ambulatory Care*

---

Click [here](#) to access bio online.



**Trish O'Keefe, PhD, RN**

*Vice President, Atlantic Health System and President, Morristown Medical Center*

---

Click [here](#) to access bio online.

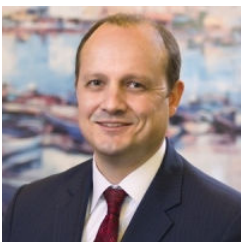


**Stephanie Schwartz, MA, FACHE**

*Vice President, Atlantic Health System and President, Chilton Medical Center*

---

Click [here](#) to access bio online.



**Will Neate**

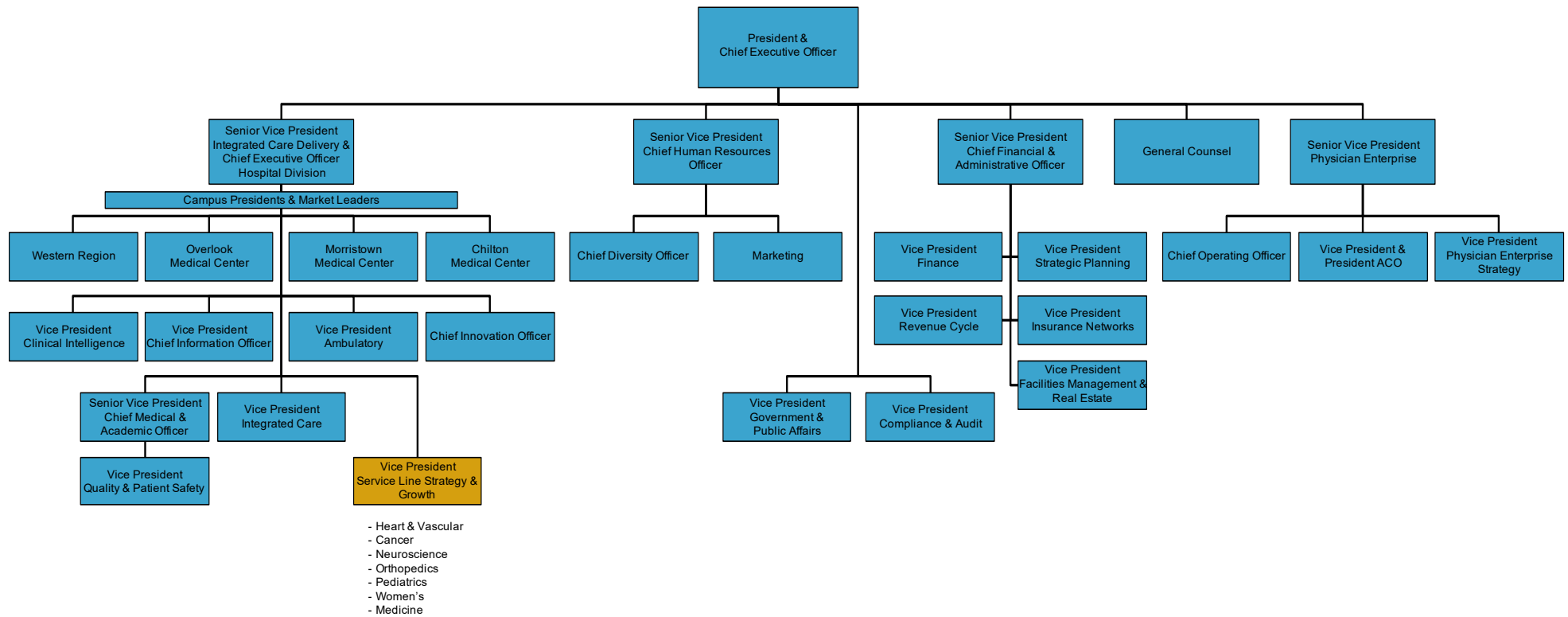
*Vice President, Physician Enterprise Strategy*

---

Click [here](#) to access bio online.

## Organizational Chart

# Atlantic Health System Executive Leadership Team



# *Position Description*

**T**his newly created position will lead initiatives for all service lines in support of advancing the enterprise mission of building healthier communities through performance, growth, population health and innovation, research, and education. As a strategic thought leader, this executive will evaluate and execute business development opportunities, identify and develop growth opportunities, grow key services and service lines, and assess strategic partnerships and market opportunities. In partnership with the Presidents of the medical centers, who are also known as “Market Leaders,” the Vice President of Ambulatory Services, and Physician Enterprise leadership, this role is responsible for organizing business strategy and ambulatory initiatives that advance the Atlantic Health System agenda within specific markets, and overseeing the activities of the Executive Directors and Medical Directors who lead seven distinct service lines. Working in a matrix model, this individual will support the organization in the execution of specific business plans as well as the implementation efforts of system leadership teams, and act as a strategic growth advisor to AHS leaders.

The principal responsibilities of this key leader will include management of the assessment and development of the service lines to support the organization’s efforts to respond to the needs of the community, physicians and customers; enhance the AHS brand; and provide a competitive advantage for the organization in the external marketplace.

## Reporting Relationship

The System Service Line Strategy and Growth Executive will report to the CEO of the Hospital Division and Leader of Integrated Care Delivery and will have 14 direct reports to include dyad leaders for cardiac services, neuroscience, pediatrics, women’s services, orthopedics, oncology, and medicine service lines.

## Principal Accountabilities

- Utilize information and insights to advance Atlantic Health’s strategic position through identification of growth opportunities, including opportunities for new sources of revenue, and/or threats to achievement of our initial goal of 1 million unique lives served annually.
- Provide strategic and operational support to service lines, including cardiovascular services, orthopedics, pediatrics, oncology, women’s services, neuroscience, and general medicine services, and identify opportunities for service line efficiencies.
- Improve the market positions of the organization and support attainment of desired growth objectives. Work with market leaders, the Vice President of Ambulatory Services, and Physician Enterprise leadership to establish and implement service line goals. Ensure plans reflect growth while exceeding clinical, service line, and academic needs. Coordinate the implementation of plans and track progress.



## Position Description

- Facilitate community and aligned physician relationships and integration in concert with system leaders, physician relations staff, and other network participants.
- Lead the implementation of regional growth initiatives; explore and negotiate joint venture initiatives.
- Provide professional development of direct reports and contribute to a learning and transformative Strategy and Business Development team.
- Understand the service lines and their specific market dynamics, including identification of potential market disruptors.
- Develop strategy and business plans to grow programs that are consistent with the system strategic plan and budget and achieve operational efficiencies in the programs overseen.
- Focus on patient outcomes while working with clinical teams to set clear expectations for quality priorities and track outcomes.
- Achieve financial and operational results.

### Experience and Qualifications

- Knowledge of hospital and health system management and policy administration, as well as development and implementation of budgets, strategies, and standards normally acquired through the completion of an accredited Master's of Hospital/Health Services Administration Program or MBA.
- Seven to 10 years of healthcare industry experience or equivalent strategy work in other healthcare sectors or industries.
- Demonstrated track record in advancing an organization in the following areas: revenue growth, increased market share, improved satisfaction, and quality outcomes.
- Knowledge and experience identifying, developing, and negotiating strategic joint venture partnerships.
- Demonstrated track record of success in growing programs and service volume.
- Health system senior leadership experience, including strong experience organizing complex projects.
- Excellent business acumen, analytical capability, and negotiations skills.
- Ability to understand and apply complex data sets from various sources.
- Hospital affiliation/partnership integration experience.
- Experience building business relationships and trust with medical staff and hospital leadership.
- Demonstrates critical thinking skills and the ability to reach decisions even in the face of ambiguity and uncertainty.

### 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:

- 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.
- Ability to operate in a matrixed reporting and accountability structure with skills in working across institutional boundaries to achieve change or results.
- Executive presence with the ability to communicate both “big picture” strategy and detailed day-to-day operational priorities.
- Expert strategic, operational, business development, and system-thinking skills.
- Strong analytic and problem-solving skills.
- Ability to conceptualize, articulate, and gain support for a wide range of clinical practice initiatives.
- Personal style that highlights confidence and credibility, while not diminishing the voice of others.
- An outgoing and collaborative style that fosters cooperation and involvement; outstanding interpersonal skills.
- Ability to translate organizational and operational issues into understandable, meaningful, and action-oriented solutions.
- Flexible and open-minded with the ability to hold the ground when necessary.
- A service-orientation towards providers and department administrators.
- Excellent negotiation skills to work effectively with key stakeholders.
- Strong understanding of the organizational culture and its impact on operations.
- Ability to provide leadership and direction to all team members involved in the service line’s functional units.

## Community Information

**T**his executive position will be in the organization's Morristown, New Jersey, location and be present in the entire region Atlantic Health serves. The home of native musical legends such as Bruce Springsteen, Jon Bon Jovi, Frank Sinatra, and Whitney Houston, New Jersey is known for more than producing popular hitmakers. It has world-class universities, leading technology and biological science firms, and one fast turnpike.

As you will read, Morristown and the Tri-State Region offer an array of education, employment, and everyday living benefits enjoyed by residents and visitors alike.

### Tri-State Region

The Tri-State Region, commonly referred to as the greater New York (City) area, is made up of three states: New York, New Jersey, and Connecticut. Geographically and economically, the Tri-State encompasses areas within a commutable distance of Manhattan (by car, bus, or train), or the coverage area of the broadcast television stations that operate from New York City. Manhattan is approximately one hour's drive from Morristown.



### Morristown, New Jersey

Morristown is the seat of **Morris County** and home to Atlantic Health, the second-largest employer in the county. At just 2.8 square miles, Morristown's distinct residential neighborhoods and downtown condos and apartments are home to 18,000 residents. All are walkable to downtown, centered on the Revolutionary-era **Morristown Green**, a 200-year-old grassy oasis that still serves as a community gathering place and a great site for a picnic or game of catch.



Morristown has been called “the military capital of the American Revolution” because of its strategic role in the war for independence from Great Britain. Today, this history is visible in a variety of locations throughout the town that collectively make up **Morristown National Historical Park**. The park designates where Gen. George Washington and the brave but freezing and nearly starving Continental Army spent the winters of 1777-78 and the “cold hard winter” of 1779-80.

Morristown's prime location brings some 22,000 workers and 106,000 drivers into the area each day, supporting local businesses. Downtown has more than 3,500 public parking spaces, and the historic train station abuts the Lafayette Avenue garage for the public and for riders of NJ TRANSIT's Midtown Direct Morris and Essex line.

Diversity is one of Morristown's greatest strengths. In 2014, Morristown completed a new Moving Forward master plan to define its path forward: "to become the most welcoming, beautiful, healthy, resilient, and sustainable place to live, work, and play in New Jersey." Through the tireless work of citizens and leaders, Morristown is realizing its goal.

Morris County is one of the best places to live in New Jersey and the public schools in Morris County are highly rated.



### Morris County Rankings

Niche ranks thousands of places to live based on key statistics from the U.S. Census and expert insights.

Best Counties for  
Families in New Jersey

#2 of 21

Best Counties to Live in  
New Jersey

#2 of 21

Counties with the Best  
Public Schools in New  
Jersey

#2 of 21

### Education

According to *U.S. News & World Report's* 2019 rankings, New Jersey ranked second in the country for education (measuring how well states are preparing students for college). Communities that make up the Morris School District are Morristown and Morris Township, as well as students from Morris Plains who attend the high school. The Morris County School District is a top performing district and flanked by additional A+ ranked districts, including Somerset County and Hunterdon County. For more information, visit <https://www.morriisschooldistrict.org/>.

### Shopping and Dining

Ninety-six percent of the town's 1 million square feet of retail space is occupied, mostly by small business entrepreneurs. Residents benefit greatly in that New Jersey does not charge sales tax on most unprepared foods, household paper products, medicine, and clothing.

For shopping enthusiasts, nearby Bridgewater Commons has 175 department stores, shops, and restaurants, along with a dine-in theater. Foodies will love the local farm-to-table favorite Urban Table in Morristown, serving up grass-fed beef burgers, locally sourced salads, and other farm-fresh dishes in a casual setting. Also popular is Hilltop Deli in High Bridge (featuring the New Jersey Sloppy Joe).

In addition to its historical sites, Morristown is rich in the arts. Arts and culture lovers should check out the **Mayo Performing Arts Center**, which pulls global talent to its stage. And there's the **Morris Museum**, home to the world-renowned Murtoth D. Guinness Collection of finely crafted, animated mechanical musical instruments and automata. The museum also houses the **Bickford Theatre** and presents award-winning performances for all ages.



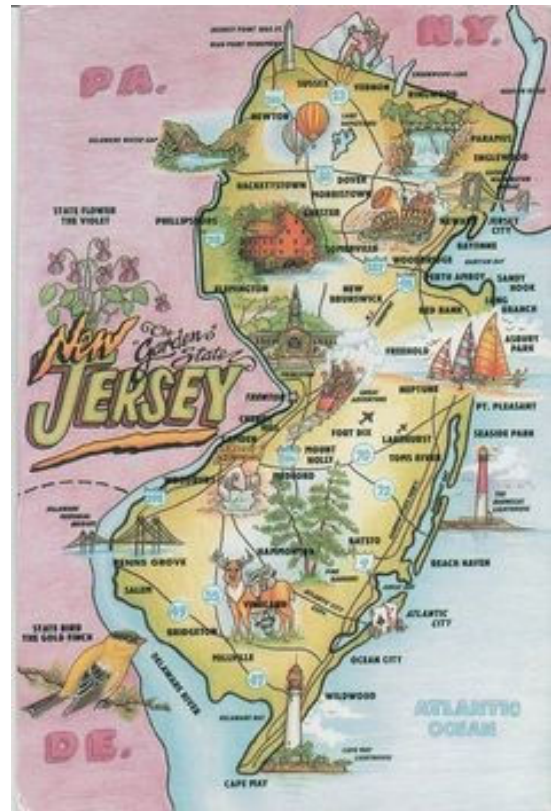
### Outdoors and Recreation

Morristown is connected to the beauty of the region by picturesque country roads. A short bike ride away are well-loved **Morris County Parks** such as Lewis Morris, the Traction Line Recreational Trail, and Loantaka Brook Reservation. The Great Swamp National Wildlife Refuge is close by as well.

Nature lovers will enjoy the **Fosterfields Living Historical Farm**, a 200-acre farm where you can feed chickens, collect eggs, use a washboard, and husk corn, all using turn-of-the-century methods. There are also farm animals, picnic tables, and The Willows, an 1854 Gothic Revival house built by Paul Revere's grandson Gen. Joseph Revere.

A short drive will take you to Sussex, where you can go up 1,803 feet to New Jersey's highest point. Hike some (or all!) of the 72 miles of the **Appalachian Trail** that stretch through The Garden State. Visit **Lakota Wolf Preserve** in Columbia to observe and listen to packs of wolves or tour **Pequest Trout Hatchery** to see where the public waters of New Jersey get their stock of more than 700,000 trout annually. The area offers some of the best outdoor activities in the state, with hiking, fishing, and camping in the warmer months, and cross-country skiing, snowboarding, and ice fishing in the winter.

Going down to the **Jersey Shore** is a popular summer tradition with mid-Atlantic residents from New York, Philadelphia and, of course, New Jersey. Busy city dwellers trade a subway for a beach cruiser and embrace a vacation of boogie-boarding, beachcombing, and cruising the boardwalk. While basic hotel accommodations are available all along the Shore, most visitors choose to get comfortable in a rented house, ranging from simple condos to beachfront mansions.



Morristown is in what is known as the **Skylands Region** and next to the Gateway Region of New Jersey. Home to High Point State Park—the state's highest point, naturally—the Skylands Region is where you can observe nature among rolling hills, river valleys, and forest trails.

### Sports



When in New Jersey, the sports culture of super fans takes following the major league football, soccer, and hockey teams to a fanatic level. For a lower key and totally family fun experience, the minor league baseball teams bring out true fans of America's favorite pastime as well.

The **New Jersey Devils** are often one of the best teams in the National Hockey League. With multiple championships, the fans are loyal and intense. The Devils home games are at the Prudential Center in Newark.

The **New York Red Bulls** play professional soccer at Red Bull Arena in Harrison, New Jersey. Fans from around the region come in to see some of the best soccer America has to offer played at one of the best stadiums for the sport anywhere.

Both the **New York Jets** and the **New York Giants** play at Met Life Stadium in the Meadowlands in East Rutherford, New Jersey. If you haven't experienced an NFL game in the tri-state area, you don't know what you are missing. The energy and excitement are beyond compare!



Whether you're looking for a kid-friendly activity the whole family can enjoy, are seeking an authentic local experience, or just want to have a fun weekend trip with friends, attending an entertaining (and affordable!) minor league game is just the ticket. Teams include the **Lakewood BlueClaws**, **New Jersey Jackals**, **Somerset Patriots**, **Sussex County Miners**, and **Trenton Thunder**. Other well-known sports teams outside of New Jersey include the **Brooklyn Nets** (basketball), **Philadelphia Eagles** (football), and the **Yankees**, **Mets**, and **Phillies** (baseball).

For more information on Morristown, visit:

[www.morristourism.org](http://www.morristourism.org)  
[www.bestplaces.net/city/new-jersey/morristown](http://www.bestplaces.net/city/new-jersey/morristown)

#### Sources:

<https://www.townofmorristown.org>  
<https://www.selectleaders.com/real-estate-jobs-tri-state-ny-nj-ct/>  
<https://www.travelchannel.com/interests/beaches/articles/the-jersey-shore>  
<https://www.visitnj.org/city/morristown>  
<https://www.visitnj.org/regions/skylands>  
<https://www.visitnj.org/article/sports-teams-new-jersey>  
<https://www.niche.com/places-to-live/search/counties-with-the-best-public-schools/s/new-jersey/>  
<https://www.usnews.com/news/best-states/rankings/education/prek-12>  
<https://njbiz.com/>  
<https://www.pwius.com/>

## Furst Group

**F**urst 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:

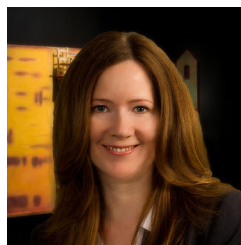
- Understand the nuances of a particular position or organization.
- Are prepared for interviews and conversations.
- Have access to interview and travel schedules.
- Are provided timely feedback.
- Remain in our database for future contact.
- Value diversity and the principles and ethics practiced by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

We look forward to working with you as a potential candidate for the Vice President of Service Line Strategy and Growth position for Atlantic Health System in Morristown, New Jersey.

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



Megan Heim  
[mheim@furstgroup.com](mailto:mheim@furstgroup.com)



Caroline O'Shea  
[coshea@furstgroup.com](mailto:coshea@furstgroup.com)

**NOTICE:** The "position profile" information contained in this document has been created by Furst Group based on information submitted and/or approved by its client. As such, the position profile should not be viewed as constituting an all-inclusive description of the subject position's functions and/or responsibilities. Similarly, any information provided in the position profile regarding the community in which the client resides, the client's market, products, and/or services and its environment or culture is provided only as an overview on such matters. In submitting this position profile, Furst Group makes no representations or warranties regarding the completeness and/or accuracy of the duties, functions, environments, etc., that are described. Specific information regarding the position's requirements, compensation, benefits, and other terms and conditions must originate directly from the client (including any resources that the client may make available; e.g., handbook, job descriptions, benefit booklets, etc.). This position profile does not constitute an offer of employment and should not be construed as such.