



Chief Medical Officer Leadership Profile

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The Opportunity

UNC Health Nash (UNC Nash) seeks a collaborative and strategic physician executive to serve as its next Chief Medical Officer (CMO). Reporting directly to the President and Chief Executive Officer, the CMO serves as the organization's senior physician leader and is responsible for advancing physician engagement, clinical quality, patient safety, and medical staff alignment across UNC Nash. The CMO will have a unique opportunity to build upon a strong foundation of clinical excellence, support ongoing organizational growth, and help shape the future of healthcare delivery across eastern North Carolina.

For more than 40 years, UNC Nash has served as the premier healthcare provider for Rocky Mount, Nash County, and the surrounding region. The county-owned, nonprofit health system includes 345 licensed beds across Nash General Hospital, Coastal Plain Hospital, and the Bryant T. Aldridge Rehabilitation Center, supported by approximately 180 active medical staff physicians and a growing network of employed and community providers. In 2014, UNC Nash became an affiliate of UNC Health, one of the nation's leading academic health systems, providing access to systemwide clinical expertise, advanced technology, specialty care resources, and strategic partnerships that enhance care delivery throughout the region. Today, UNC Nash is experiencing significant growth, including the construction of a new inpatient tower and the opening of two new outpatient locations, creating an exciting environment for a physician leader who is eager to influence both organizational strategy and community health outcomes.

The next CMO will join UNC Nash at a pivotal moment in its evolution. The organization has earned national recognition for quality, safety, patient outcomes, and workplace culture, including designation as a Leapfrog Top Hospital, repeated "A" safety ratings, and recognition from Newsweek as one of America's Best Places to Work in Healthcare. Working in partnership with UNC Nash's senior leadership and UNC Health colleagues across the state, the CMO will help preserve and advance these achievements while fostering strong physician relationships, supporting clinical innovation, guiding service line development, and ensuring that UNC Nash remains the trusted healthcare destination for the communities it serves.

UNC Nash seeks a visible, relationship-oriented leader who can quickly develop a deep understanding of the organization's culture, physicians, and community. The ideal candidate will be a trusted partner to the medical staff, capable of building alignment across the physician enterprise while fostering strong collaboration with nursing, operational, and executive leaders. Successful candidates will demonstrate a commitment to clinical excellence, quality, and safety; actively engage in systemwide programs and initiatives; and serve as an influential voice in advancing strategic growth, physician engagement, and exceptional patient care across the region. Additionally, the next leader will possess a genuine passion for community medicine and a strong appreciation for the vital role UNC Nash plays in improving the health and wellbeing of the community it serves, ensuring high-quality, accessible care remains close to home.

Organization Overview

For four decades, UNC Nash has been the Rocky Mount/Nash County region's premier health care provider. UNC Nash is a county-owned, nonprofit hospital affiliate of UNC Health Care, a leading national health care system. With approximately \$380 million in operating revenue, UNC Nash is comprised of 345 beds in its three licensed hospitals: Nash General Hospital, Coastal Plain Hospital, and Bryant T. Aldrige Rehabilitation Center. In recent years, the health system has grown out its health care services with new facilities and advanced technology including the [Danny Talbott Cancer Center](#), [Emergency Care Center](#), [Heart Center](#), [Mayo Surgery Pavilion](#), and [Women's Center](#).

UNC Nash has a diverse medical staff of approximately 180 physicians on active medical staff, including surgeons, orthopedists, primary care providers, neurosurgeons, gastroenterologists, plastic surgeons, cardiologists, nephrologists, urologists, and gynecologists. Through its partnership with UNC Health and the UNC Health Medical Group, as well as the many community physicians on medical staff, patients can access expert doctors in Rocky Mount and across North Carolina.

To better meet the evolving healthcare needs of eastern North Carolina, UNC Nash has embarked on a significant expansion and modernization effort. In May 2025, the health system broke ground on a new seven-story inpatient tower, a transformative project designed to enhance patient experience, improve operational efficiency, and support future growth. Building on its investment in the region, UNC Nash expanded its outpatient footprint with new medical office buildings in Nashville and Middlesex, expanding access to primary and specialty care services closer to where patients live. With both locations fully operational by August 2026, the expansion underscores UNC Nash's ongoing commitment to meeting the growing needs of the communities it serves.

Partnership with UNC Health

In 2014, UNC Nash became an affiliate of UNC Health, an integrated health care system based in Chapel Hill, North Carolina. UNC Health is comprised of UNC Hospitals and its provider network, UNC Faculty Physicians, UNC Health Medical Group, the clinical programs of the UNC School of Medicine, and 16 hospitals across 20 campuses across the state. Combining managerial and operational resources with UNC gives UNC Nash greater resources and expertise in patient care, reduces the cost of patient care, and enhances patient satisfaction.

UNC Nash patients benefit from more local access to primary care providers and a broad range of specialists. Patients enjoy coordinated care between UNC Nash care teams and doctors and specialized patient care services at UNC Medical Center. Collaboration with UNC gives UNC Nash's patients access to:

- High-quality care
- First-class treatments
- Advanced technology
- Innovative clinical trials
- Prominent, skilled doctors

UNC Nash Hospitals



Nash General Hospital

Nash General Hospital has established a reputation for excellence by putting patients first since 1971. Nash General Hospital has always focused on the individual and thus was the first hospital in the state to provide all private rooms. Since then, the hospital has grown to become a 262-bed facility and function as the primary provider for Nash, Edgecombe, and surrounding counties.

Nash General Hospital is home to the Women's Center, Cardiovascular Services, the Critical Care Unit, and thousands of employees who have dedicated their careers to providing the best medical attention possible.

Coastal Plain Hospital

Coastal Plain Hospital has served the surrounding communities of Nash and Edgecombe counties and Eastern North Carolina since 1994. A Joint Commission-accredited, 60-bed hospital, Coastal Plain Hospital is dedicated to the provision of the highest quality care to assist individuals and families in need of psychiatric care and treatment for substance abuse in an atmosphere that is compassionate and dignified. Coastal Plain Hospital offers inpatient hospitalization services to adults 18 and older who need psychiatric and addiction care. Services include acute psychiatric care, substance abuse treatment, and medical detox.

Bryant T. Aldridge Rehabilitation Center

This beautifully landscaped, patient-centric rehabilitation center was designed with patient well-being and comfort in mind. In fact, some have described the Bryant T. Aldridge Rehabilitation Center as having the feel of an upscale hotel combined with the attention of a top-notch medical facility.

This single-level building features 45,000 square feet of state-of-the-art technology, comfortable design, a therapeutic swimming pool, walking garden, gymnasium, and more. Whether recovering from brain trauma, stroke, joint replacement, spinal injury or similar condition, this center provides everything necessary for the best experience possible.

Awards and Recognition

UNC Nash's quality efforts result in top-notch patient care and recognition including:

- 2026 America's Best Places to Work in Healthcare by Newsweek
- The Leapfrog Group Top General Hospital 2025.
- UNC Health Nash honored by the Association of periOperative Registered Nurses (AORN) as a Center of Excellence in Surgical Safety: Prevention of Retained Surgical Items, becoming the first hospital within the UNC Health system and one of only three in North Carolina to receive this distinction.
- UNC Health Nash achieved its third consecutive Pathway to Excellence® re-designation from the American Nurses Credentialing Center, placing us among only 10 hospitals statewide.
- UNC Health Nash recognized as one of Business North Carolina's Top 25 Best Hospitals in the state for Third Year – 2024
- UNC Health Nash earns national high-performance score from The Leapfrog Group receiving an "A" grade for the fourth year in a row.
- UNC Nash earns CMS four-star rating placing UNC Nash among the top performing hospitals in the country.
- UNC Health Nash has received recognition from the American Heart Association, the American Stroke Association and the American College of Cardiology with awards for industry-leading performance in heart and stroke care.

- UNC Nash named as a Becker's Great Community Hospital.
- U.S. News & World Report 2025-26 designation as "High Performing Hospital" in Heart Failure and for the first time, "High Performing" in Stroke in its 2025–26 Best Hospitals report.
- The Joint Commission Gold Seal of Approval® for patient safety measures and quality of care.
- Primary Stroke Center Gold Seal of Approval certification from The Joint Commission, indicating Nash provides high-quality care to stroke patients and improves outcomes.
- American Heart Association/American Stroke Association Heart-Check mark for Advanced Certification for Primary Stroke Centers.
- Get With the Guidelines®–Stroke Gold Plus with Target: StrokeSM Honor Roll award from the American Heart Association/American Stroke Association.
- Two Mission: Lifeline® Gold Quality Achievement Awards from the American Heart Association and the ACTION Registry Gold Performance Achievement Award from the American College of Cardiology for heart attack patient care. This is an accomplishment achieved by fewer than 40 hospitals nationwide.
- Accreditation from the Commission on Accreditation of Rehabilitation Facilities for the Bryant T. Aldridge Rehabilitation Center at Nash UNC. The rehabilitation center had a perfect score (with zero recommendations) on the survey, an accomplishment achieved by less than 3 percent of rehabilitation centers in the nation.
- Blue Cross Blue Shield designated Blue Distinction Center+ facility for maternity care and knee and hip replacement.
- North Carolina Maternity Center Breastfeeding-Friendly designation with three stars for promoting and supporting breastfeeding programs.
- The UNC Health Nash Women's Center has been recognized as one of five UNC Health hospitals across North Carolina for providing top maternity care by U.S. News & World Report. "High Performing" for maternity care is the highest award a hospital can earn as part of U.S. News' Best Hospitals for Maternity Care annual study.

Mission

To improve the health and wellbeing of our community.

Core Values



TRUST IN COMPASSION

We believe healthcare is the greatest act of trust and opportunity for compassion.

We create and sustain trust through mutual respect.

We actively seek out the diverse voices of our internal and external communities.



ABOVE & BEYOND

We settle for nothing less than excellence in Safety, Quality, and Service.

Our actions are grounded in transparency and integrity.

We recognize and celebrate success.



COMMITTED TO CONNECTIONS

We relentlessly pursue connections with our internal teams and those we serve.

Our teamwork drives the health of our community.

Our success comes from strong partnerships with patients, families, and team members.



SERVICE LEADERSHIP

We grow our self-awareness in order to grow others.

We embody a heart to serve in all our actions.

We foster an environment that promotes the development of all people.

To learn more about UNC Nash, please visit <https://www.nashunhealthcare.org/about-us/>.

Position Summary

The CMO serves as the leading physician executive for UNC Nash. In close partnership with the Chief Executive Officer (CEO) and executive team, the CMO provides strategic direction and oversight for all clinical and medical operations within the hospital, ensuring high-quality patient care, physician engagement, and alignment with the hospital's mission and strategic goals.

Reporting Relationships

The CMO reports directly to the President and Chief Executive Officer.

Direct reports include the following:

- Executive Director, Quality & Performance Improvement
- Executive Director, Transitional Care
- Manager, Medical Affairs.

Responsibilities

- **Quality and Safety:** Oversees the quality and safety of patient care delivered within the hospital. Develops and implements clinical service lines to meet the needs of the community. Serves as a key member of the clinician recruitment and retention team to build a strong and diverse medical staff. As a member of the senior leadership team, cultivates a culture of quality, safety, and continuous improvement within the medical staff. Oversees physician performance management and credentialing.
- **Strategic Planning:** Partnering with the CEO, CNO, and executive team, develops and implements a comprehensive clinical strategic plan aligned with the hospital's overall strategy and organizational goals. Evaluates and recommends new clinical service offerings based on market needs and capabilities. Partners with hospital leadership on strategic initiatives impacting patient care.
- **Financial Oversight:** Contributes to the hospital's financial health by ensuring clinical services are delivered efficiently and cost-effectively. Works collaboratively with the Chief Financial Officer (CFO) to manage clinical budgets and resource allocation.
- **Regulatory Oversight:** In partnership with the CEO and CNO, ensures adherence to all applicable healthcare regulations and standards (HIPAA, Medicare/Medicaid, JCAHO). Leads the development and implementation of policies and procedures to ensure patient safety and regulatory compliance.
- **Executive Leadership:**
 - **Development of Teams** - Develops the ability of others to perform and contribute to the organization by providing ongoing feedback and opportunities to learn through formal and informal methods. Manages and resolves conflicts and disagreements in a constructive manner.
 - **UNC Health System** - Keeps leadership and medical staff informed of key UNC Health system initiatives and clinical expectations of UNC Health. Leads in a deliberate and predictable way and operates with transparency. Treats sensitive or confidential information appropriately.
 - **Areas of Oversight** - Manages and ensures compliance with hospital bylaws, medical staff bylaws, medical staff rules and regulations, and all policies related to the medical staff and patient care. Manages the medical staff credentialing process. Coordinates functions, communications, and actions among medical staff departments and committees. Partners with board leadership and CEO to manage all board subcommittees pertaining to medical staff, quality, and safety. Manages the following hospital departments: Medical Staff Office, Quality Department, Risk Management, Care Management, Transitional Care. Manages contracted medical staff services in partnership with the CEO.

- **Lead People:** Leads people toward meeting the organization's vision, mission, and goals. Provides an inclusive workplace that fosters the development of others, facilitates cooperation and teamwork, and supports constructive resolution of conflicts. Encourages workforce engagement by building a commitment to excellence and by promoting the organization's vision internally and externally. Delegates responsibility, clarifies expectations, and holds others accountable for achieving results related to their area of responsibility. Leads in a deliberate and predictable way and operates with transparency. Treats sensitive or confidential information appropriately. Manages and resolves conflicts and disagreements constructively.
- **Lead Change:** Acts as a catalyst for organizational change. Influences others to translate vision into action. Brings about strategic change, both within and outside the organization, to meet organizational goals. Establishes an organizational vision and implements it in a continuously changing environment. Is open to change and rapidly adapts to new information, changing conditions, or unexpected obstacles. Deals effectively with pressure and remains optimistic and persistent, even under adversity. Recovers quickly from setbacks. Formulates objectives and priorities, and implements plans consistent with the long-term interests of the organization. Capitalizes on opportunities and manages risks. Takes a long-term view and builds a shared vision with others.
- **Results Driven:** Exceeds organizational goals and customer expectations. Makes decisions that produce high-quality results by applying technical knowledge, analyzing problems, and calculating risks. Holds self and others accountable for measurable, high-quality, timely, and cost-effective results. Delivers high-quality services and is committed to continuous improvement. Fosters a culture of safe and compassionate patient care. Makes well-informed, timely decisions, even when data is limited or solutions produce unfavorable results. Positions the organization for success by identifying new opportunities and builds the organization by developing and improving services. Leads the budgeting process. Uses cost-benefit thinking to set priorities, monitors expenditure in support of programs and policies, and identifies cost-effective approaches.

Goals and Objectives

The following goals and objectives have been identified as priorities for the Chief Medical Officer:

- Successfully integrate into UNC Nash, building trusted relationships with the Executive Leadership Team and medical staff as well as key stakeholders across UNC Health while gaining a deep understanding of the physician enterprise, medical staff dynamics, organizational culture, community needs, and mission.
- Partner closely with the CEO, Executive Leadership Team, and Board to advance the organization's strategic priorities, strengthen clinical operations, and support UNC Nash's continued growth as a regional provider of high-quality care.
- Strengthen physician engagement and alignment by developing trusted partnerships across the medical staff, clinical leadership, and administration, creating a cohesive approach to advancing quality, patient experience, and strategic priorities.
- Lead efforts to further strengthen quality, safety, patient experience, and clinical outcomes by engaging physicians and care teams in a culture of continuous improvement, shared accountability, and patient-centered excellence.
- Partner closely with operations and nursing leadership to advance strategic initiatives, strengthen alignment, and enhance operational performance.
- Serve as an engaged physician executive within UNC Health system forums, including CMO roundtables and affiliate-related activities, ensuring that UNC Nash is well represented and aligned with systemwide initiatives and best practices.
- Support the growth and development of clinical service lines by evaluating opportunities to expand access, better serve the growing healthcare needs of the community, and advance organizational priorities.
- Lead efforts related to physician recruitment, retention, engagement, performance management, and medical staff development, helping to build a high-performing and aligned provider workforce.
- Provide leadership for medical staff governance, credentialing, bylaws, clinical policies, and regulatory compliance, ensuring effective processes and a culture of high reliability.
- Support facility expansion and modernization efforts, ensuring alignment among clinical strategy, physician engagement, operational planning, and patient access goals.
- Foster a transparent, inclusive, and accountable leadership culture that promotes collaboration, team development, and engagement across the clinical enterprise.
- Advance clinical efficiency and resource stewardship by working collaboratively with finance and operations leaders to ensure that clinical services are delivered in a high-quality, cost-effective, and sustainable manner.

Candidate Qualifications

Education/Certification

- M.D. or D.O. degree is required.
- Completed postgraduate medical education in an ACGME-approved residency program in a medical specialty, with current Board Certification required.
- Eligible for licensure in North Carolina.
- An advanced degree in healthcare or business-related field is preferred.

Knowledge and Work Experience

- Minimum of twelve years of clinical experience, with at least ten years of progressive leadership experience in a hospital setting. Experience in an integrated health system is preferred.
- Track record of engaging and partnering with physicians to strengthen medical staff relationships, enhance physician alignment, and advance clinical and organizational objectives.
- Demonstrated experience leading quality, patient safety, and clinical performance initiatives, with a track record of driving measurable improvements in outcomes and organizational performance.
- A strong working knowledge of procedures and systems that support clinical delivery areas.
- Working knowledge of applicable standards and requirements of regulatory, accreditation, and licensing agencies.
- Knowledge of emerging healthcare trends and the key issues shaping care delivery, clinical transformation, and innovation.
- Excellent communication skills, including the ability to listen effectively and be open to the ideas of others. Ability to present data and translate complex issues into comprehensible ideas in a concise and easily understood manner.

Leadership Skills and Competencies

- A commitment to the Mission, Values, and Vision of UNC Nash and demonstrates this commitment through actions.
- Strong commitment to community medicine and strengthening the health of communities served.
- Reputation as a respected clinician and leader. Clinical and leadership stature must be such as to establish immediate respect, credibility, and effective peer relationships.
- Leads through wisdom, patience, and flexibility, maintaining an enterprise-wide focus on clinical care.
- A consensus builder, one who has a demonstrated history of having unified various groups toward the achievement of a common goal.
- A visible and proactive leader who earns respect and can elicit support from the medical staff necessary to accomplish the vision and goals of the organization.
- A highly personable, approachable person who can promote and maintain the momentum with enthusiasm to drive quality, patient safety, and service excellence. It will be critical that they have experience and a high degree of comfort working within a highly matrixed environment.
- A leadership style emphasizes the value of collaboration, communication, service, transparency, and teamwork.
- Results-oriented and persistent in achieving success with an inspiring vision of the future.

The Community

Rocky Mount, North Carolina

Rocky Mount, NC, is a vibrant community with a diverse economy, rich historical roots, and the charming ambiance of a college town. It offers family-oriented recreational amenities such as a performing arts theater, children's museum, event center, and sports complex. Residents can enjoy a wide range of outdoor activities including kayaking, canoeing, walking and biking trails, boat ramps, outdoor pools, parks, music festivals, craft breweries, and golf. Conveniently located just an hour from Raleigh and Greenville, and less than two hours from Durham, Chapel Hill, and Richmond, VA, Rocky Mount also provides easy access to North Carolina's beaches and the Blue Ridge and Smoky Mountains. With a strong selection of public and private schools, it's an appealing place for families.



The city hosts various annual events and festivals that foster a strong sense of community, including the Rocky Mount Mills' weekly events and the annual Christmas parade. Outdoor enthusiasts will appreciate the area's proximity to scenic parks and recreational opportunities, such as the Tar River Trail, which offers beautiful hiking and biking routes. The nearby Tarboro Nature Park and Battleboro Park also provide excellent settings for outdoor activities and family outings.

Rocky Mount, NC, has a rich sports culture and offers a variety of recreational and professional sports activities that appeal to residents and visitors alike. The city is home to the Rocky Mount Sports Complex, a state-of-the-art facility that features baseball and softball fields, soccer fields, and a multi-purpose stadium. This complex hosts numerous local, regional, and national tournaments, drawing sports enthusiasts from across the region. (<https://rockymountsportscomplex.com/>)

Additionally, Rocky Mount's location provides convenient access to major sports events in nearby cities. The Raleigh-Durham area, for example, is home to the NHL's Carolina Hurricanes and offers a range of professional and collegiate sports events, including football, basketball, and soccer. This proximity allows residents of Rocky Mount to easily attend major sporting events and enjoy a broader sports culture beyond the local offerings.

Education in the region is robust, with Rocky Mount served by the Nash County Public Schools and Edgecombe County Public Schools systems. The city is also home to North Carolina Wesleyan University, which provides higher education opportunities and contributes to the local academic and cultural environment. The university's presence bolsters the region's educational landscape and offers additional resources and activities for residents and students alike.



General Area Info:

- News & Events: <https://www.twincountymedia.com/>
- Real Estate & Growth in Nash County: https://youtu.be/5gg_fDTG2L0
- Rocky Mount Area Chamber of Commerce: <https://www.rockymountchamber.org/>
- City of Rocky Mount: <https://www.rockymountnc.gov/>
- Nash County: <https://nashcountync.gov/>
- You Tube Channel: <https://www.youtube.com/@NashCountyNC>
- Nash County Community Profile: <https://selectnashnc.com/why-nash-county/>
- Twin Counties Overview Video (economic perspective): <https://vimeo.com/744591751>

Attractions:

- Nash County Travel and Tourism: <https://explorenashcounty.com/#/>
- Downtown Rocky Mount: <https://downtownrockymount.com/>
- Rocky Mount Trails (foot, bike, paddle): <https://rockymountnc.gov/trails/>
- Rose Hill (event venue, sporting clay range, and hunting preserve): <https://visitrosehill.com/>
- Medoc Mountain State Park: <https://www.ncparks.gov/state-parks/medoc-mountain-state-park>

Procedure for Candidacy

Please direct all nominations and applications to Keshia Harris, Imran Ali, and Charlotte Harris through the WittKieffer Candidate Portal by [clicking here](#). For additional questions, please contact Charlotte Harris at charris@wittkieffer.com.

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UNC Health Nash values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

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