



Executive Director, Provider Recruitment

Leadership Profile

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Contents

Organization Overview	01
Position Summary	07
Candidate Qualifications	09
The Community	10
Procedure for Candidacy	11
Organizational Chart	12

Organization Overview

Based in Jacksonville, Baptist Health is the largest health system in Northeast Florida. As the area's only faith-based, mission-driven, locally governed system, Baptist Health provides care for every state of life and includes the region's only children's hospital, Wolfson Children's Hospital. The system includes six acute-care hospitals, a heart hospital, ten emergency centers, a robust ambulatory presence, and the area's most comprehensive network of primary and specialty care providers. Baptist Health is also the second largest private employer in the area, employing more than 15,350 team members. Baptist Health serves families throughout North Florida, South Georgia, and beyond with high-quality, comprehensive care for every stage of life.

Founded in 1955, Baptist Health is independent and is not a part of any other Baptist Health System nationally. They are uniquely positioned to anticipate and respond to the changing needs of the community and have stayed true to their mission of providing accessible, quality health care services at a reasonable cost. They treat their patients with respect and compassion and provide the best quality care based on their guiding values of community, advocacy, respect, excellence, and stewardship. Additionally, the health system also has a strong financial profile, which is highlighted by sound operating profitability, cash flow, and liquidity, and is supported by strong population and economic growth in the area, enabled by a diverse employment base and further anchored by two U.S. naval bases.

Baptist Medical Group

Baptist Health Medical Group (BMG) is a comprehensive multi-specialty network of over 950 employed physicians and 2,500 specialists who are integrated within the system. This employed model ensures a high level of alignment and coordinated care within their medical group's practices, such as Baptist Primary Care and Baptist Heart Specialists. Employed groups include physicians and staff in the following specialties:

- Adult and adolescent behavioral health
- Agewell
- Gynecology
- Cardiology
- Endocrinology
- ENT
- Infectious diseases
- Neurology
- Neurosurgery
- Oncology
- Orthopedics
- Pediatrics
- Rheumatology

Baptist Health's distinctive programs include Baptist MD Anderson Cancer Center; comprehensive cardiovascular services including the area's only dedicated heart hospital; a neurological institute which includes a comprehensive stroke and cerebrovascular care program; Jacksonville Orthopaedic Institute, which provides the team physicians for Jacksonville's professional sports teams; a full array of women's services; and a growing regional presence for Wolfson Children's Hospital, the only freestanding children's hospital between Orlando, FL and Atlanta, Georgia.

Baptist Health has traditionally had an open medical staff model, and this model is evolving to include a more research-based approach in key tertiary services, such as oncology and neurosurgery. While moving toward

greater clinical integration, maintaining excellent relationships with independent physicians is considered key to the ongoing success of the health system.

Each of these primary and specialty care offices has historically operated successfully in a federated model with a relatively high degree of autonomy and separate governing boards. In response to the shift from volume to value, BMG leadership, working closely with physician leaders across the organization, is laying the groundwork to shift to a clinically integrated, value-driven model dedicated to high-quality care for all consumers.

Clinically Integrated Network

Baptist Physician Partners, LLC is a physician-led clinically integrated provider network in Northeast Florida whose model of care brings employed physicians, independent physicians, and the resources of Baptist Health into a clinical partnership that promotes best practices to reduce costs. Its mission is to shape the future of health care in our community through an integrated partnership of providers and Baptist Health working collaboratively toward common goals for improving quality, safety, efficiency, and outcomes for our patients. BPP recently announced that it has earned URAC (Utilization Review Accreditation Commission) accreditation for its Clinically Integrated Network.

Baptist Physician Partners has roughly 1,200 adult and pediatric providers, over 450 of whom are employed (approximately 1/3 primary care and 2/3 specialty providers). BPP is governed by a physician-led Board of Managers comprised of 11 physicians and seven healthcare system executive representatives. Physician-led committees develop, monitor, and review quality measures for physicians who participate in BPP. The four committees include: Finance & Contracting, Information Technology, Membership & Quality, and Clinical Transformation. An ACO was established in 2017, within BPP, to participate in the Medicare Shared Savings Program (MSSP).

Baptist Medical Center Jacksonville

For more than 20 years, healthcare consumers have named Baptist Medical Center Jacksonville hospital the "most preferred healthcare provider" in the region. As the central hub and flagship hospital, Baptist Jacksonville provides the highest level of medical and surgical care using the latest technologies, such as the robotic-assisted da Vinci™ Surgical System.



Baptist Jacksonville is a 489-bed facility and serves families throughout the area with high-quality, comprehensive care at every stage of life. Baptist Jacksonville is located on the river in downtown Jacksonville; this is the health system's main campus, housing the adult hospital and heart hospital.

In 2025, Baptist Health broke ground on a new, four-story, ultramodern emergency and patient tower at the health system's flagship campus shared by Baptist Medical Center Jacksonville and Wolfson Children's Hospital.

Designed to dramatically improve the region's access to advanced emergency care for adults and children, the new emergency and patient care tower, totaling 123,000 square feet, will expand the health system's capacity to provide the highest level of care for chest pain, stroke, behavioral health crises, complex illnesses or injuries, pediatric trauma, and more.

Baptist Medical Center South

Baptist Medical Center South is ranked among the top five percent of hospitals in Florida by *U.S. News & World Report*. Patients benefit from the skilled and caring team at their state-of-the-art campus, which includes a Labor & Delivery Center, adult ER, surgery center, imaging, and pediatric Wolfson Children's ER.

Baptist Medical Center South serves the rapidly growing neighborhoods in southern Duval and northern St. Johns counties. With its 269 beds, Baptist South is located directly on Interstate 95 in a fast-growing region 16 miles south of the main campus. This community hospital serves as Baptist Health's secondary hub. The hospital blends resort-like amenities with the most advanced medical care, providing for the physical, spiritual and emotional needs of patients and their families.

Baptist Medical Center Beaches

Baptist Beaches, a 146-bed community hospital, is located 21 miles east of downtown Jacksonville. This facility provides beach residents with easy access to comprehensive, high-tech medical and surgical care close to home. It offers the only hospital-based, 24-hour emergency service at the beach. The medical staff includes highly trained physicians in different specialties who practice locally.



Residents in the beach area now have access to Baptist Beaches Cardiology Center, a newly renovated 28,000-square-foot facility conveniently located on the hospital's campus. With the opening of the new center, patients have access to a full gamut of outpatient heart care. This includes appointments with cardiologists and advanced practice providers (APPs), outpatient cardiac testing, cardiac rehabilitation, and wound care treatments, all under one roof.

Baptist Medical Center Nassau

Baptist Medical Center Nassau, a 62-bed community hospital, is located 37 miles northeast of downtown Jacksonville, on Amelia Island. It's a highly advanced, extremely well-equipped community hospital that provides a full spectrum of in- and outpatient services and 24-hour emergency care to coastal communities in northeast Florida and southeast Georgia.

Wolfson Children's Hospital

Recognized year after year as one of America's Best Children's Hospitals by *U.S. News & World Report*, Wolfson Children's Hospital of Jacksonville, Florida, is the only full-service tertiary hospital for children in the region, serving North Florida, South Georgia, and beyond. Wolfson Children's Hospital's mission is to provide optimal health for the region's children by providing patient-and family-centered care, education, research, and child advocacy. Wolfson serves as the largest provider of charitable care to children in Jacksonville and provides care for all children, regardless of their ability to pay.

Wolfson Children's Hospital, a 202-bed facility, is committed to providing safe, quality health care to children. In addition to being named as a 2019 Leapfrog Group Top Hospital, Wolfson Children's is a three-time Magnet™ designated hospital, a designation from the American Nurses Credentialing Center that recognizes excellence in patient care and is nationally ranked by *U.S. News & World Report (2023-2024)* in two pediatric specialties.

Designed with input from local parents, the Wolfson Children's Hospital ER has its own dedicated parking area, entrance, waiting room, and whimsical décor. It's staffed by medical experts who know and understand children to get them on the road to recovery.

Baptist Heart Hospital

Baptist Heart Hospital is the only freestanding hospital for heart and vascular care. It serves as the centerpiece of Baptist Health's top-ranked heart and vascular program, home to more than 500 physicians, nurses, and staff - all with specialized training in providing inpatient and outpatient cardiovascular and thoracic care.

Baptist Medical Center Clay

Baptist Medical Center Clay, a 100-bed hospital, is a full-service hospital providing residents with easy access to comprehensive, high-tech medical and surgical care close to home. Located on Fleming Island, Baptist Clay features innovative care for every stage of life in an elegantly designed, comfortable environment. Unique services include onsite cancer care provided by Baptist MD Anderson, a 24/7 ER for adults and children, and a Level II Neonatal Intensive Care Unit. As part of the Baptist Health system, Baptist Clay has access to many additional specialized physicians, services, and resources, including the Baptist Stroke and Cerebrovascular Center.

Social Responsibility and Community Impact

Baptist Health collaborates with nearly 100 community and faith-based organizations each year to create and offer community-based solutions that work. In addition to fostering community partnerships, Baptist Health also provides financial support to support organizations in delivering difference-making programming and resources to the community. The organization provided \$293.4 million in community benefits in the fiscal year ending in 2023.

To learn more about Baptist Health's commitment to lead strategic partnerships, programs, and investments that care for the entire community, visit <https://www.baptistjax.com/about-us/social-responsibility#StrategicInvestments>.

Awards and Honors

Baptist Health is committed to providing its patients with the highest quality of care. Their top national rankings and an ever-growing list of honors certainly reaffirm that commitment. They are proud to offer facilities that have earned designations as Centers of Excellence and top rankings in their state and nationwide.

- Three-time tech leader: Baptist Health earns top ranking on CHIME's 'Most Wired' Digital Health Survey. This is the third consecutive year the health system has received the highest designation for leveraging digital strategies to improve patient care and outcomes.
- Recognized for commitment: All Baptist Health adult hospitals earn top recognition for stroke care. The American Heart Association honored the health system for its dedication to providing top-quality stroke care in Northeast Florida and beyond.
- Excellence starts from within: Baptist Health named one of 'America's Greatest Workplaces in Health Care' by Newsweek. The designation highlights the health system's deep commitment to supporting team member well-being, fostering professional growth, and advancing community health.
- Baptist Health, Wolfson Children's emergency centers are nationally recognized for outstanding patient experience. Press Ganey Human Experience Awards reflect patients' feedback for likelihood to recommend, overall rating, and teamwork.

- Each year, the Best of Bold City Community Choice Awards allows the Jacksonville community to nominate and vote for local companies in more than 160 categories. In 2023, Baptist Health received Best Medical Center, Best Family Practice, and Best Pediatrics Clinic.
- Magnet designation is granted by The American Nurses Credentialing Center and reflects Baptist Health's overall excellence in patient care. Baptist is committed to providing outstanding quality care to patients and the community with nursing excellence at the core.
- Baptist Health and Wolfson Children's Hospital were recognized as a designated Clinical Center by the Angioma Alliance for the treatment of cerebral cavernous malformations (CCM) in both adults and children. Wolfson Children's is the first children's hospital in Florida to receive this designation and the only pediatric hospital in the southeast. Baptist Health is the only designated CCM Clinical Center in the Northeast Florida region.
- Baptist MD Anderson Cancer Center's radiation oncology clinics downtown and at Baptist South are accredited by the American Society for Radiation Oncology (ASTRO) through APEX - Accreditation Program for Excellence. This accreditation reflects our strong commitment to delivering safe, high-quality radiation oncology services to our patients.
- Baptist Jacksonville is a nationally designated Center of Excellence for obstetric anesthesia care by the Society for Obstetric Anesthesia and Perinatology (SOAP). Baptist Jacksonville and Baptist South are the first hospitals in Florida to receive this designation for meeting rigid standards in providing excellent anesthesia care to obstetric patients.
- The Stroke & Cerebrovascular Center at Baptist Medical Center Jacksonville is a Joint Commission certified Comprehensive Stroke Center, providing a state-of-the-art facility dedicated to the rapid diagnosis and treatment of stroke.
- Baptist Medical Center Jacksonville received the NRC Health Consumer Loyalty Award for providing exceptional patient-centered care and experiences. This national award underscores the trust the community has in the quality of care and service received at Baptist Jacksonville, the flagship adult hospital of the largest and most preferred health system in Northeast Florida.
- The Chartis Center for Rural Health awarded Baptist Medical Center Nassau a 2023 Performance Leadership Award for excellence in outcomes. Baptist Medical Center Nassau is Florida's only nationally ranked rural community hospital.
- For a broader list of Baptist Health's awards and honors, visit <https://www.baptistjax.com/about-us/awards>.

Vision, Mission, and Values

Vision

A lifetime of health, together.

Mission

To make hope, healing, and well-being accessible to every person as an expression of God's love.

Values

Their core values reflect how Baptist Health "CARES"

- **Community Advocacy:** Contribute to the well-being of all community members and improve health equity through partnership, civic involvement, responsible action, and charitable service

- **Respect:** Foster a welcoming culture of inclusiveness and belonging that treats those we serve and each other with dignity, compassion, integrity, and respect
- **Excellence:** Achieve the highest quality of care and service in all we do through continuous improvement and innovation
- **Stewardship:** Be accountable for managing resources responsibly, efficiently, and equitably
- For additional information on Baptist Health, visit <https://www.baptistjax.com/>.

Position Summary

The Executive Director, Provider Recruitment role provides strategic and operational leadership for Baptist Health's provider recruitment and credentialing functions, ensuring the seamless attraction, hiring, onboarding, and privileging of physicians and advanced practice providers (APPs) across the system. This role oversees a team of recruitment and credentialing professionals responsible for building and maintaining a high-performing, compliant, and mission-aligned provider workforce.

Partnering closely with operational leaders, physician enterprise executives, and human resources, the Executive Director develops and executes strategies that advance Baptist Health's growth, access, and service line priorities. With accountability for both the talent acquisition and credentialing lifecycle, this leader ensures that Baptist Health's provider experience from candidate outreach to credentialing completion is efficient, engaging, and aligned with organizational goals and regulatory standards.

Reporting Relationships

Reports to Vice President of Medical Group Operations and oversees a team of approximately 16 FTE's.

Responsibilities

The successful Executive Director, Provider Recruitment candidate will:

Strategic Leadership

- Develop and execute a comprehensive systemwide provider recruitment and credentialing strategy aligned with Baptist Health's mission, vision, and clinical growth priorities.
- Serve as a strategic advisor to senior executives on provider workforce needs, pipeline forecasting, and recruitment market trends.
- Partner with Finance, Strategy, Business Development, and Service Line leaders to proactively identify provider demand and ensure workforce capacity planning supports access to care.
- Oversee departmental budgeting, resource allocation, and vendor management to ensure fiscal accountability and operational excellence.

Provider Recruitment and Onboarding

- Lead full-cycle recruitment for physicians, advanced practice providers, and other clinical leadership roles, ensuring a consistent and high-quality candidate experience.
- Oversee sourcing strategies that include direct outreach, physician relations, networking, digital marketing, and partnerships with residency and fellowship programs.
- Collaborate with hiring leaders and physician enterprise leadership to establish performance expectations, candidate profiles, and recruitment timelines.
- Partner with HR, Legal, and Credentialing teams to ensure smooth transitions from offer to start, including background checks, licensure, and privileging.
- Ensure onboarding processes are standardized, efficient, and integrated with Talent Management, Employee Health, and Learning and Development.

Credentialing and Compliance

- Provide executive oversight for provider credentialing and privileging operations across the system, ensuring adherence to The Joint Commission, NCQA, CMS, and other regulatory standards.
- Partner with Medical Staff Services and operational leaders to maintain efficient and compliant credentialing governance processes.
- Drive continuous improvement in credentialing workflows to achieve best-in-class turnaround times and data accuracy.
- Ensure credentialing data and provider files are securely maintained, complete, and audit-ready at all times.

Data, Analytics, and Continuous Improvement

- Establish and monitor performance metrics for provider recruitment, onboarding, and credentialing. Including time-to-fill, source effectiveness, retention, and credentialing turnaround.
- Partner with HRIS, IT, and Finance to leverage data analytics for workforce forecasting, pipeline management, and executive reporting.
- Develop and maintain dashboards that provide visibility into progress, performance, and compliance.
- Utilize data insights to inform recruitment strategy, resource planning, and service-level optimization.
- Lead process improvement initiatives to streamline workflows and enhance candidate and leader satisfaction.

Team Leadership and Development

- Lead a team of professionals, including recruiters, credentialing specialists, and onboarding coordinators.
- Establish clear goals, metrics, and accountability standards for the team, fostering a culture of collaboration, ownership, and continuous growth.
- Provide mentorship, training, and professional development opportunities for team members to enhance capabilities and performance.
- Champion inclusion, service excellence, and the Baptist Health mission within all recruitment and credentialing interactions.

Cross-Functional Collaboration

- Serve as the primary liaison between Talent Management, Provider Enterprise, and Medical Staff Services to align strategy and operations.
- Collaborate with HR, Legal, Finance, and Compliance to ensure seamless integration of provider contracting, onboarding, and privileging.
- Partner with Talent Development and Workforce Planning on succession planning and internal physician development programs.
- Support partnership initiatives with external academic programs, residency directors, and community networks to strengthen talent pipelines.

Candidate Qualifications

Education/Certification

- A master's degree in business administration, health administration, public administration, or a related field is preferred; a bachelor's degree is required.

Knowledge and Work Experience

- Experience successfully recruiting physicians from multi-specialty backgrounds, with at least three years of recent experience in a healthcare leadership position.
- A background in provider relations and/or physician group practice management is desirable. Familiarity with provider credentialing and enrollment processes is required; direct experience with credentialing is desirable.
- Proven ability to establish and implement effective, innovative, and creative sourcing, selection, onboarding, and credentialing processes.
- Proven ability to source physician leads through warm and cold calls, email communication, online job placement, database management, and other recruitment tools.
- Ability to develop and manage a pipeline of physician leads, both practicing physicians and ones coming out of residency, with a demonstrated history of closing candidates.
- Strong verbal and written communication skills, with a focus on professional yet friendly phone and email etiquette.
- Computer literacy/knowledge to support the use of online recruitment tools.
- Comfort in becoming conversant in the basics of a new clinical discipline in order to answer entry-level questions about the practice discipline for physician candidates.
- Leading and directing the work of others.
- History of collaboration with legal counsel in structuring physician recruitment agreements and coordinating the negotiation process.
- Capacity to develop physician and physician practice profiles.
- Familiarity with the profession; physician recruiting concepts, practices, software/applicant tracking systems, and procedures.

The Community

Jacksonville, Florida



Jacksonville, the largest city in area in the continental United States, is a rapidly growing metropolitan city in Northeast Florida and Southeast Georgia located on the banks of the St. Johns River and adjacent to the Atlantic Ocean. The most populous city in Florida, Jacksonville has approximately 990,000 residents, and the Jacksonville Metropolitan Statistical Area has a population of over 1.3 million. It has a strong quality of life, thriving business and manufacturing community, mild climate along the southern Atlantic coast, and a variety of cultural attractions and educational institutions.

Jacksonville continues to distinguish itself as one of the nation's most dynamic and progressive cities. Due to its convenient location, climate, reasonable cost of living, high quality of life, and a [business-friendly government](#), Jacksonville is a popular location for corporate expansions and relocations. Its status as an intermodal transportation hub is another incentive, and the city is also a leading distribution center, with a transportation network embracing port and air cargo facilities, rail, and trucking routes. Jacksonville is consistently rated one of the 'Hottest Cities in America' for business expansions and relocations in an annual poll featured in Expansion Management magazine.

For families, the Jacksonville metropolitan area is very livable. It has one of the largest urban park systems in the country, abundant preserved natural areas, and miles of beaches and waterways. Its public and private elementary and college preparatory schools are some of the highest rated in the state, while the city has grown into a world-class arts and culture destination.



Jacksonville also offers a diverse range of cultural events from big city happenings such as a major symphony orchestra, sporting events such as THE PLAYERS Championship, the Jacksonville Jazz Festival, and an entertainment complex downtown, to the underground arts scene of the CoRK Arts District, indie music and film in Five Points, and the literary and folk music scene in the Riverside/Avondale Preservation District (Jax by Jax Literary Festival and Porchfest).



Jacksonville offers a wide selection of colleges and universities and is home to the Jacksonville Jaguars of the National Football League (NFL). The Jaguars play their home games at TIAA Bank Field. Baptist Health is the Official Healthcare Provider of the Jacksonville Jaguars as well as numerous other professional sports teams in the area, including the Sharks (arena football), Jumbo Shrimp (baseball), and Armada (soccer).

With a growing population, strong economy, diverse cultural and recreational opportunities, and abundant natural resources, Jacksonville continues to distinguish itself as one of the nation's most dynamic and progressive cities.

Visit the following links for more information:

- City of Jacksonville: <https://www.coj.net/welcome.aspx>
- Visit Jacksonville: <https://www.visitjacksonville.com/>
- Jacksonville Chamber of Commerce: <https://www.myjaxchamber.com/>
- Downtown Jacksonville: <https://downtownjacksonville.org/>

Procedure for Candidacy

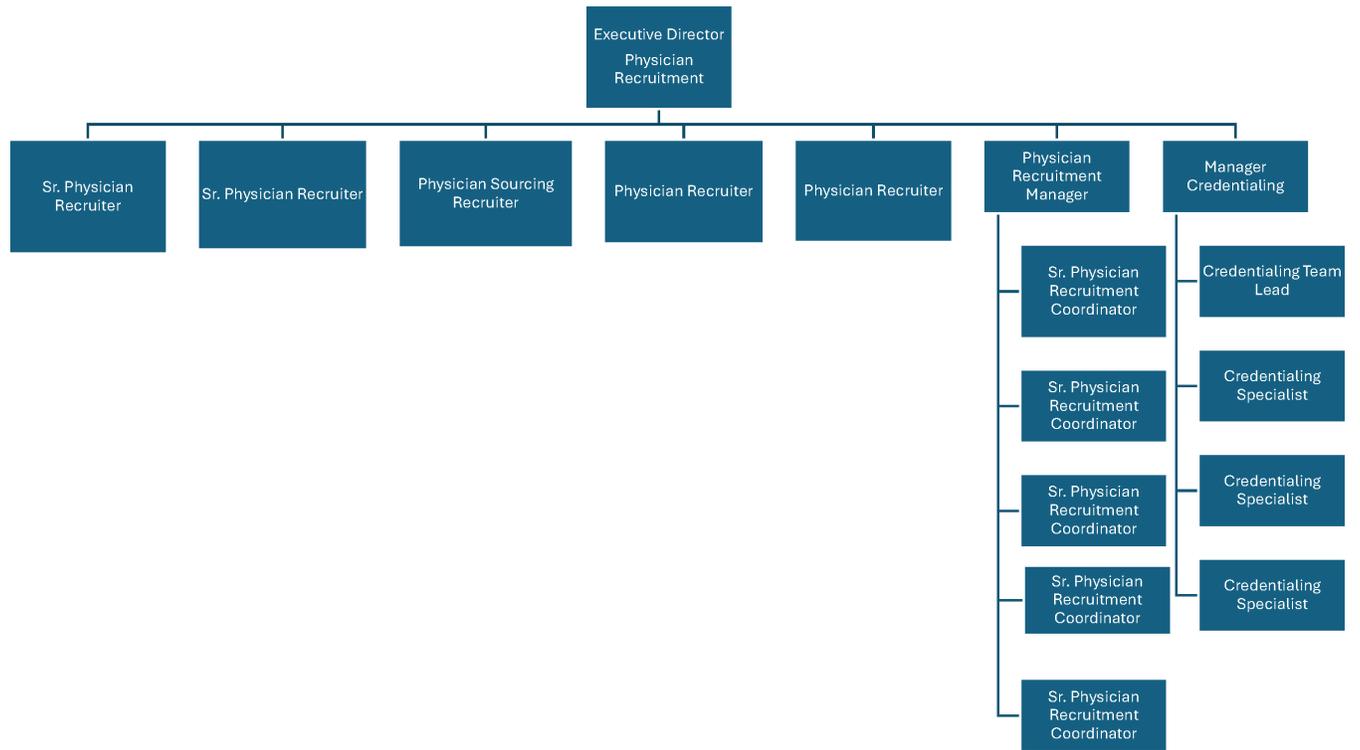
Please direct all nominations and applications to April Allen and Jess Cummings through the [WittKieffer Candidate Portal](#) or via email at jcummings@wittkieffer.com. Candidates can also find this portal via the WittKieffer website at www.wittkieffer.com and selecting the "Become a Candidate" button.

Baptist Health 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.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from Baptist Health documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

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Organizational Chart





WittKieffer is the premier executive search and advisory firm developing inclusive, impactful leadership teams for organizations that improve quality of life. For more than 50 years, we have operated exclusively at the intersection of not-for-profit and for-profit healthcare delivery, science, and education – the Quality of Life Ecosystem. Through our expert executive search services as well as our Professional Search, Interim Leadership, and Leadership Advisory solutions, we strengthen organizations that make the world better.

Visit [WittKieffer.com](https://www.WittKieffer.com) to learn more.

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