



National Hispanic Medical Association

## Executive Director

### Leadership Profile

May 2024

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A decorative graphic consisting of numerous thin, overlapping, curved lines in shades of light blue and white, creating a sense of motion and depth. It starts on the left side and flows towards the right, partially overlapping a dark teal rectangular area at the bottom.

**WittKieffer**

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## The Opportunity

National Hispanic Medical Association (NHMA) – the premier membership organization committed to advancing the health and well-being of Hispanic and Latino communities – is commencing a national search for its Executive Director (ED). The ED is a new role for the organization reporting to the Board of Directors. The ED will have the overall responsibility for NHMA and its strategic, programmatic and administrative objectives and performance. This is an outstanding, prominent, highly visible leadership opportunity to elevate NHMA and the impact it has to its members and communities.

Founded in 1994, NHMA serves and advocates for 50,000 licensed hispanic physicians in the United States. By growing membership, developing and optimizing industry relationships, and strengthening NHMA's voice and impact with legislative, regulatory, and industry organizations, this new leader will strengthen NHMA's service to members and promote its prominence within the healthcare community. The ED will serve as a spokesperson for NHMA, providing an effective, consistent voice for the organization.

The ED will work closely with the Board of Directors to accomplish the mission and vision of NHMA. The ED will partner with and support the Board Chair, President and Board in a variety of areas, including keeping them apprised of key issues, shaping strategic and programmatic/operating plans and supporting how they fulfill their responsibilities as Board members. Overseeing a staff of 15 professionals and annual revenues of \$4.5M, the ED will provide overall leadership on all financial matters, operational issues, reimbursement, fundraising strategies, external relations as well as staff development priorities. The ED is an inspirational leader and works to build strong working partnerships with a variety of associations and organizations and provides leadership in the important work of coordinating and supporting NHMA's many Chapters.

We invite interest from leaders who have the clear ability to understand the unique experiences of Hispanic medical professionals in the healthcare arena and those with experience cultivating impactful relationships with a multitude of constituents. Candidates must have a track record of building effective relationships with people of influence and developing and expanding organizational capacities and services. Candidates must possess strong interpersonal, communication and leadership skills and demonstrate passion and purpose in ways that enlist others and create followership. While healthcare experience is preferred, we invite interest from leaders who have demonstrated successes in serving as an effective spokesperson, developing innovative programs for members and with providing exceptional leadership for a service-focused organization. This is an exceptional point in time and opportunity for a leader to advance NHMA's increasingly vibrant mission.

## Organization Overview

Founded in 1994, NHMA is a non-profit membership organization that represents 50,000 licensed Hispanic physicians, 1,200 total members, in the United States. The organization was created to fill a void in Washington, D.C., with the need for a voice for Hispanic and Latino physicians as advocates for Hispanic Health with the Federal government. NHMA champions health issues by collaborating with medical societies, Physicians, resident and medical student groups, and influential partners from both the public and private sectors. Key advocacy efforts focus on promoting equitable healthcare access, enhancing health outcomes, and supporting underserved populations.

Headquartered in Washington, D.C., NHMA is a resource to the White House, Congress and the federal government. The organization is a vehicle for developing leadership for public health and private sector Boards and C-Suite positions. Additionally, NHMA affords networking opportunities with stakeholders who have a significant impact on Hispanic health. NHMA also closely partners with the Congressional Hispanic Caucus (CHC), the Congressional Hispanic Conference Institute (CHCI), and other offices in healthcare policy development. Partnership with external groups such as corporations, foundations, media, and coalitions who advocate on healthcare delivery, medical education and health workforce leadership and diversity are foundational for the association.

### Mission

To empower Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with medical societies, physicians, residents, medical students, and other public and private sector partners.

### Vision

To be the national leader in improving the health of Hispanic populations.

### Membership

NHMA members have varying backgrounds ranging from private practice, academia, administration, and public service. Advocacy, Education, Leadership Development, and Networking are the four major values of becoming an NHMA member. NHMA offers several membership types for young and established physicians, council of medical society members, international medical graduate members, residents and fellows, health professional students, non-physician professionals, and organizations.

### Education

At least two Hispanic Health Policy Briefings occur annually on Capitol Hill where health experts are invited to discuss healthcare policies and programs impacting the health of Hispanics and Latinos. NHMA Summits are a one-day meeting with physicians, healthcare experts, public and private sector leaders focused on strategies and lessons learned on health and wellness issues.

Other educational activities include:

- NHMA Physician Speakers Bureau for National and Regional Conferences, Grand Rounds and for Media
- NHMA Medical School Liaison Program - recruitment and cultural competence activities for leaders, faculty, GME and students
- NHMA Leadership Fellowship for physicians - one year executive leadership program
- Hispanic Leadership Development Fellowship for graduates - one year position at US Department of Health and Human Services with stipend, housing, mentoring, training

- Writing and Editing of Health Policy White Papers
- Participation in health communications campaigns - Media, Social Media
- Letters of Support for Grants related to the improvement of Hispanic health
- Undergraduate and Graduate Student Internships – NHMA provides an opportunity for students to learn about healthcare, disease prevention, as well as national advocacy and policy analysis and nonprofit project management. NHMA hosts approximately seven interns at a time.

### **Leadership Development**

NHMA has trained over 150 Fellows and 200 Resident Leaders with the Department of Health and Human Services serving as the principal sponsor of these programs. The organization delivers and coordinates leadership programs to develop future leaders that they actively nominate in positions on boards, commissions within the federal government, and the corporate sector.

### **Networking**

The NHMA holds its Annual Hispanic Health Conference each year in March. The annual meeting commenced in 1997 and provides the organization an opportunity to build upon its network of physicians, residents, medical students, premedical students, and other providers. Additional networking forums include 18 NHMA Chapter Policy forums that are held annually with health experts. The forums provide a space to educate Congressional staff, and national and local stakeholders on policies and programs.

### **Newsletter**

A monthly e-newsletter is disseminated to members, board members, NHMA Leadership Fellows, public health and health industry officials, meeting participants, and other affiliated contacts with member highlights.

### **Journal**

The Journal of the National Hispanic Medical Association (JNHMA) serves as an educational hub for topics regarding public health, health equity, and the health of Hispanics and other underserved communities. Physicians and other healthcare professionals are encouraged to share their perspectives on important issues affecting Hispanic and Latino communities.

### **Governance**

NHMA is governed by a 17-member Board of Directors. These individuals are broadly representative of the membership of NHMA, geographically, and by institution type. The Board is deeply involved in setting the organization's strategic direction, supporting NHMA, soliciting member engagement, and providing oversight of NHMA's finances and operations.

## Position Summary

The ED will provide strategic leadership as well as overall operational and financial management of the organization. The ED will execute the strategic and operational plans of the organization in partnership with the executive staff. The ED will set the tone for the organization and encourage and motivate staff at all levels to accomplish the goals of NHMA.

The ED will act as an external spokesperson for NHMA. The ED will enhance and further develop relationships with key stakeholders including the medical community, the Hispanic community, and as well as other aligned organizations, legislatures, policymakers, and other business partners to ensure the success of the organization.

## Reporting Relationships

The ED will report to the Board of Directors. Direct reports include:

- Chief Financial Officer
- Chief Operating Officer
- Director of Communications
- Director of Membership and Chapter Development

## Responsibilities

The successful ED candidate will:

### Strategic Planning

- Provide strategic vision, oversight, and operational focus in alignment with the strategic plan and directives developed by the Board.
- Lead strategic initiatives to increase membership.
- Develop and implement a robust advocacy agenda and operational plan for NHMA
- Lead strategic initiatives to increase donor participation and engagement.
- Lead strategic initiatives to increase grantee participation and engagement.
- Manage strategic relationships.

### Board of Directors/Governance

- With the support of the Board, the ED will guide and implement the strategic plan and report progress on a regular basis
- Forecast conditions, assess member needs, and allocate resources accordingly
- Set the internal and external articulation of the vision of the Association and its mission
- Support in the setting of annual and longer-term strategic goals; strategies of activities and programs to achieve these goals; objectives by which progress toward the goals will be measured; and annual and longer-range budgets and forecast of the necessary resources

- Be responsible for the provision of information and recommendations for deciding public policy decisions; the maintenance of records of policy positions; the evaluation and reconsideration of positions taken; and the oversight of all lobbying efforts by the Association
- Ensure the fulfillment and compliance with all applicable laws and legal requirements
- Oversee the financial matters and risk management for the Association

### **Membership**

- Support the appointment of members of committees, task forces, and other groups.
- Ensure that the Association serves the needs and interests of the Association's membership in alignment with the Mission, Vision, and Bylaws, and as directed by the Board of Directors, which is the primary policy-setting body of the Association.
- Ensure that the programs, activities, and services of the Association directly benefit the members and their professional well-being.
- Be responsible for the growth of the organization and for identifying members' needs, issues, and opportunities for developing appropriate programs and ensuring that necessary resources are available and utilized for such programs.

### **Financial Management and Budgeting**

- Prepare and manage annual budgets with the Chief Financial Officer
- In conjunction with the Chief Financial Officer, monitor and facilitate the reporting of all financial and accounting activities of the Association
- Develop, in conjunction with the Chief Financial Officer, and execute a robust fund development plan to support the organization's priorities and programmatic activities.

### **Leadership**

- Set clear goals and measurable outcomes for direct reports and their staff.
- Drive change and innovation in the organization in an evolving healthcare environment.
- Retain and recruit the best talent available to the organization.
- Develop, maintain, grow, and motivate a highly qualified and dedicated staff of employees who are committed to excellence and who will implement and execute the priorities, programs, and activities of NHMA as determined by the Executive Board
- Have an entrepreneurial and creative approach to developing new and innovative ideas that will push the organization forward.
- Meet with staff members on a regular basis to ensure they are executing their duties and responsibilities, and ascertaining their need for additional direction or resources
- Draft personnel policies as needed for Executive Board approval
- Prepare job descriptions for all staff positions

- Recommend to the Executive Board for approval the compensation, benefits, and working conditions of the staff
- Review and approve employee time records
- Approve all annual, medical, compensatory, and other employee leave requests

**External Relations/Communication**

- Ensure that the public, through the news media and other channels, is informed of the facts and the effects of conditions and policies that have a bearing on the interests of NHMA members, their stakeholders and communities
- Ensure that NHMA's relationships with other organizations and entities are consistent with and advance the interests of NHMA, its members, stakeholders and communities
- Facilitate the development of materials, bulletins, reports, correspondence, and other necessary documents and communications
- Coordinate with appropriate staff members to produce and disseminate communications
- Review, edit, proofread, and approve all communications, website content, publications, documents, and printed media that are for public dissemination or consumption



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## Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Provide leadership and strategic counsel to the Board, staff, local chapter leaders and membership in order to achieve NHMA's vision, mission and strategic goals
- Assess and develop policies and procedures for on-boarding staff, develop plan to address recruitment and retention of staff, and serve as a liaison between board and staff members
- Perform an overall evaluation of the current organization around operations and infrastructure, in order to develop a robust strategic plan focused on systemness that will sustain alignment with the organization as it operationalizes its new governing model and the NHMA of the future
- In partnership with the Board, develop a comprehensive strategic plan to support sustainable membership growth that appeals to multi-generational members, sponsors and partners. The ED and Board will develop a clear framework of shorter- and longer-term goals, including identifying resources that support investments and changes in NHMA's infrastructure to meet these goals.
- Develop a brand strategy, marketing plan and value proposition that synthesizes and evolves NHMA as a strong source for medical professionals and thought leadership.
- Identify and develop niche programs whereby NHMA can become a national, "go-to expert" for advice, insight, and understanding
- Work collaboratively and develop strong trusting relationships inside and outside of NHMA in order to fundraise and drive additional programming in terms of executive leadership development, diversity in healthcare clinicians and thought leadership. Focus on driving and evolving revenue streams from diverse funding models
- Partner at a local, regional and national level to establish NHMA as a voice in advocacy and policy development that can affect change
- Define a roadmap and/or playbook to support the local chapters in innovative ways that create greater coordination, support and uniformity
- Develop an annual operating budget and robust financial reporting practices that include appropriate funding for all relevant programs, products and services
- Be conscious and deliberate as NHMA pivots to the future in terms of operations, governance and infrastructure, while maintaining the long-standing values, culture and traditions of the organization

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## Candidate Qualifications

### Education/Certification

- Bachelor's degree required. Graduate degree in business administration, public health, public policy, or related field is preferred. Hispanic Physician Leaders (MD or DO) are encouraged to apply!

### Knowledge and Work Experience

- Progressive senior leadership experience in comparable-sized organizations within the HealthCare, Association Management, Public Policy, and or Advocacy sectors.
- Solid financial acumen with a history of previous P & L responsibility and successful fiscal management.
- Previous experience or demonstrated ability to work effectively on behalf of and report to, a Board of Directors within a volunteer-led member-based organization.
- History of working collaboratively with a wide range of internal and external stakeholders from diverse cultural, organizational, and functional backgrounds to build strategic partnership.

### Leadership Skills and Competencies

- Exceptional organizational, leadership, fundraising, personnel, strategic planning, and time management skills
- Superb written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills, including team building and facilitation
- An adaptable and innovative leader with proven background in fiscal management and budgeting with attention to detail
- Ability to work effectively with diverse groups both internally and externally
- Ability to identify, analyze, and evaluate situations, issues, and opportunities important to the healthcare profession, NHMA members, and the Association
- Ability to think proactively and creatively
- Ability to manage and grow the resources of the Association
- Success in managing teams toward ambitious, measurable results, and the ability to motivate, excite, and inspire staff
- Demonstrated success in driving growth and change
- Familiarity with advocacy, coalition building, and grassroots organizing; and experience with national and/or geographically dispersed organizations

## The Community

### Washington, D.C.

D.C. is a mosaic of neighborhoods, from historic Capitol Hill and Georgetown to the Penn Quarter's arts scene to the 24/7 buzz of Adams Morgan. The banks of the Potomac and Anacostia rivers are flourishing with some of the capitol region's most exciting destinations for live music, sports, dining, and on-the-water activities.

Washington, D.C., is known as a central hub for American history and politics. There are renowned, free museums and stunning memorials and monuments dedicated to America's leaders, but the District also is known as a great place to live and work.

The District of Columbia has more than 30 neighborhoods and is currently growing at a rate of 1.28% annually and its population has increased by 19.77% since the 2010 census. It is known for its walkability and extensive public transportation system.

The Washington, D.C. Metro — one of the busiest public transportation systems in the country — connects all four quadrants of the city with suburban Virginia and Maryland and is a convenient way to navigate the region. Baltimore and Annapolis are within easy driving distance, as are other Maryland suburbs, and three major airports connect Washington with every major city in the U.S.

The U.S. News & World Report ranked D.C. as:

- #1 in Best Historic Destinations in the USA
- #10 in Best Weekend Getaways
- #12 in Best Places to Visit in the USA
- #4 in Best Family Vacations in the USA
- #7 in Best Spring Vacations

For more information on Washington, D.C., visit <https://washington.org/>



## Timeline

Potential interview timeframes for this position have been outlined as follows:

Paper presentation of qualified candidates to Search Committee: Mid-September

Round One interview dates: Late September

Round Two interview dates: October

Selected candidates should plan to hold the above dates in the event they are invited by the committee to participate in the interview process.

## Procedure for Candidacy

All applications, nominations and inquiries are invited. Applications should include, as separate documents, a CV/resume and a letter of interest. Review of applications has begun and will continue until the position is filled.

Please direct all nominations and inquiries to the WittKieffer consultants assisting NHMA with this recruitment, preferably via e-mail, to [araphael@wittkieffer.com](mailto:araphael@wittkieffer.com). All application materials should be submitted using WittKieffer's Candidate Portal by [clicking here](#).

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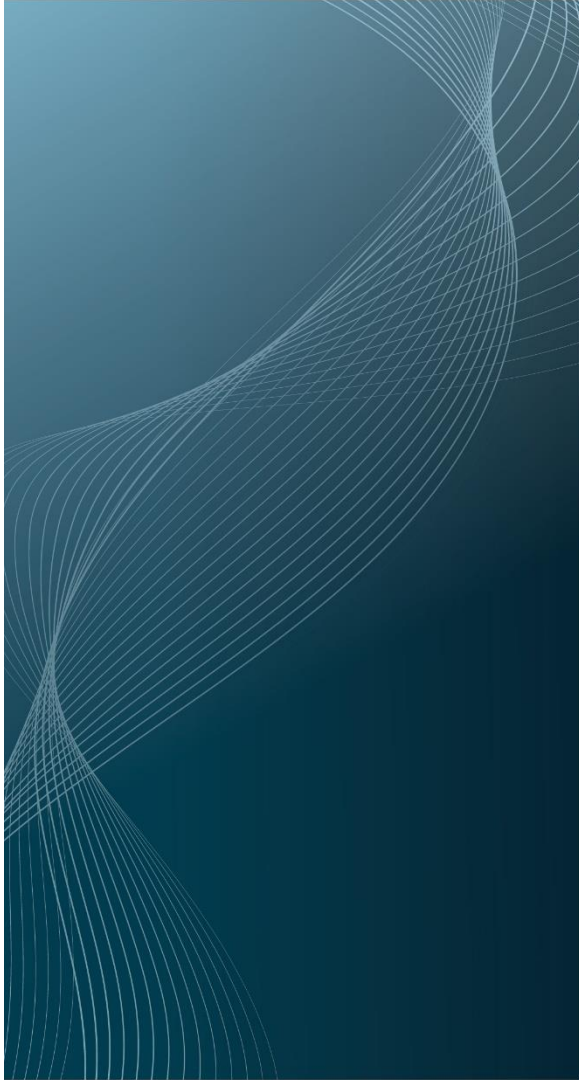
**301-578-2047**

*The estimated compensation range for this position is \$225,000 – \$275,000. The salary of the finalist selected for this role will be determined based on various factors, including but not limited to scope of role, level of experience, education, accomplishments, internal equity, budget, and subject to Fair Market Value evaluation. The compensation range listed is a good faith determination of potential compensation at the time of this job advertisement and may be modified in the future.*

*National Hispanic Medical Association 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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