



**Vice President and Chief Medical
Officer**

**Wellstar Kennestone Regional
Medical Center**

Leadership Profile

May 2023

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Contents

- 01** The Opportunity
- 02** Organization Overview
- 09** Position Summary
- 11** Goals and Objectives
- 12** Candidate Qualifications
- 14** The Community
- 17** Procedure for Candidacy

The Opportunity

Wellstar Health System seeks a dynamic and transformational physician executive to serve as the next Vice President and Chief Medical Officer (CMO) of Wellstar Kennestone Regional Medical Center. This is a superb opportunity to provide clinical leadership to the flagship hospital of one of the largest integrated health systems in Georgia.

Wellstar Health System has grown tremendously over the last several years and is one of Georgia's largest not-for-profit health systems, serving a wide range of populations throughout the state. Located in Marietta, just Northwest of the Atlanta city limits, Wellstar Kennestone Regional Medical Center is a 633-bed tertiary care hospital and serves as the flagship facility for Wellstar Health System. Wellstar Kennestone Regional Medical Center boasts a Level II trauma center and the busiest emergency department in the state of Georgia.

The individual in this role will provide leadership to the market Vice Presidents of Medical Affairs, post-acute Medical Directors and have executive oversight of the transfer center. The CMO has direct responsibility for Care Coordination which includes Utilization Management, Case management, and Social Services. The position is directly responsible for the hospitals' Quality and Safety Division which includes regulatory readiness, performance improvement and infection prevention. The CMO has a liaison role with the Medical Staff services and closely works with the Medical Staff Officers, Departmental Chairs and Medical Staff Members. The overarching focus of the CMO is to ensure world class care and patient centric care. The CMO will also serve as the lead clinical executive of Wellstar Windy Hill Hospital, a large, complex Long Term Acute Care facility also located in Marietta.

Key responsibilities of the role include physician relations, medical staff communications, and ensuring clinical input into strategic planning. This leader maintains a communication network to the Medical Staff and serves as the chief liaison from Administration to the Medical Staff. Facilitates communication/coordination with the Hospital Administrators and the Medical Staff Leadership through attendance at all Medical Staff Committee Meetings and serves as a resource to Medical Staff leadership.

This is an outstanding opportunity for a forward-thinking physician leader to live and work in a very desirable, highly advanced healthcare market. They will inherit a team that is strategically balanced and patient care centric. Ideal candidates will have leadership experience in a complex environment, having an ability to influence change by demonstrating strong business acumen and creating genuine connections with colleagues. Along with their market partners, the CMO will be uniquely positioned to have a long-lasting impact on the organization.

Organization Overview

Wellstar Kennestone Regional Medical Center

Wellstar Kennestone Regional Medical Center in Marietta, Georgia, is known as a regional destination for world-class healthcare. The 633-bed flagship facility of Wellstar Health System offers patients a state-of-the-art cardiac program, advanced neurosciences surgery and radiology, cutting edge cancer treatment, one of the country's only ICU mobility programs and a nationally recognized NICU. The hospital also includes the only designated Level II Trauma Center in northwest Atlanta and is one of the busiest in the state.

Wellstar Kennestone Regional Medical Center has been recognized with an "A" Hospital Safety Score by The Leapfrog Group, is recognized as one of Healthgrades 100 Best Critical Care Hospitals and has been honored with the Academy of Medical Surgical Nurses PRISM Award. Other Recent distinctions include the prestigious "3 Star" quality rating from the Society of Thoracic Surgeons; designation as an American Heart Association/American Stroke Association Target Stroke Facility; accreditation from the Society of Chest Pain Centers; designation as a UnitedHealth Premium specialty center in total joint replacement; and designation as a Bariatric Surgery Center of Excellence. WellStar Kennestone also ranks among U.S. News & World Report's BEST Regional hospitals nationally. Originally known as Kennestone Hospital, WellStar renamed it Kennestone Regional Medical Center to capture the significance of the organization's role as a regional referral center.

Wellstar Windy Hill Hospital

Wellstar Windy Hill Hospital is a 115-bed facility located in Marietta, Georgia. The hospital is known for its Long-Term Acute Care (LTAC) program, specialized surgical services and interventional radiology expertise, which includes their minimally invasive Center for Fibroid Care. In addition, Windy Hill's orthopedic center offers comprehensive outpatient care, including total knee and hip joint replacement and world-class pediatric orthopedic services.

Wellstar Health System

Wellstar Health System, one of the largest health systems in Georgia, is known nationally for its innovative care models that are focused on quality improvement and increased access to healthcare. Staying ahead of the technology curve has enabled Wellstar to be a leader in both the diagnosis and treatment of an extensive array of health conditions. Serving a diverse population, Wellstar consistently looks at total patient wellness and works to ensure that all systems support that focal point.

At Wellstar, patients are the center of everything. Nationally ranked and locally recognized for high-quality care, inclusive culture, and exceptional doctors and caregivers, Wellstar Health system is one of the largest and one of the most integrated healthcare systems in Georgia. Our state-of-the-art facilities include:

- 9 hospitals
- 8 emergency departments
- 300+ medical office locations
- 9 cancer centers
- 80+ rehabilitation centers
- 3 hospice facilities
- 4 senior living centers
- 21 imaging centers
- 18 urgent care locations
- 5 health parks

Every day, the team of 24,000+ healthcare professionals provide personalized care for patients at every age and stage of life.

Wellstar Health System is a nonprofit organization and is committed to being an engaged community partner. Each year, Wellstar thoughtfully reinvests in the creation of healthier communities through prevention and wellness programs and charity care for eligible patients. The Wellstar Foundation supports our mission with funding for equipment, services, programs, and more.

How Wellstar Gives Back:

- [Wellstar Foundation](#) - Since 1985, the community has invested millions of dollars through the Foundation to make sure every Georgia resident has access to quality care. As a not-for-profit health system, our passion for people extends beyond our walls and into the communities we serve. Our vision is to ignite the passion of donors and partners to accelerate healthcare **innovation** and **wellness** to **create a healthier future for all**.
- Wellstar provides more than \$950 million annually in unreimbursed care to the community - a number that is expected to increase with Wellstar's expanded footprint.
- Through a robust [Community Education & Outreach Department](#), Wellstar connects with more than 200,000 community members at Wellstar health fairs, mobile markets, school health programs, car seat safety checks, and other community events each year.

Recent Awards and Recognitions for the System as well as some key facts:

Wellstar has been recognized with awards from such organizations as the Veterans Health Administration (VHA) and Georgia Hospital Association (GHA), and has been named to the Partnership for Health and Accountability (PHA) Quality Honor Roll. Wellstar has also garnered recognition for exceptional expertise in clinical areas such as heart, cancer and neurological care.

- Beacon Award from the American Association of Critical-Care Nurses (AACN) for Critical Care Excellence
- American Association for Respiratory Care (QRCR) named Wellstar a Quality Respiratory Care Institution, only 700 of 5,000 U.S. hospitals achieve this distinction.
- GHA Circle of Excellence Award, 2021

- [Georgia Trend Magazine Top Doctors](#) (2021) - 130 Physicians Recognized
- [Atlanta Magazine Top Doctors](#) (2020) - 79 Physicians Recognized
- GHA Patient Safety & Quality Summit Award; Medication Safety (2019)
- GHA Patient Safety & Quality Summit Award; Hospital/Health System (2019)

- Other major awards for Wellstar:
 - Modern Healthcare's 2021 Top Organizations for Diversity
 - Named to Fortune's 100 Best Workplaces for Women, Fortune's Best Workplaces in healthcare and Biopharma in 2021, and Fortune's 100 Best Companies to Work For in 2021
 - To see a complete list of awards and recognition click [here](#).

- Wellstar Kennestone Hospital is the first hospital in Georgia to offer parents a private live stream of their baby in the Neonatal Intensive Care Unit (NICU), allowing parents to see their baby at all times when they cannot be there.
- Wellstar Cobb Hospital is one of only six (6) hospitals in the state of Georgia to achieve the Baby Friendly designation.
- Every year, Wellstar serves more than 600,000 patients through its emergency departments. Wellstar sees more emergency patients than any other health system in Georgia. Additionally, Wellstar Kennestone operates the busiest emergency department in the state.
- In 2020, Wellstar Paulding Hospital was awarded the Malcolm Baldrige National Quality Award, the nation's highest level of recognition for performance excellence. It is the first healthcare organization in the state of Georgia to ever receive it.

Entities of Wellstar Health System

In addition to Wellstar Kennestone Regional Medical Center and Wellstar Windy Hill Hospital, Wellstar Health System is comprised of:

Wellstar Cobb Hospital

Located just 20 minutes outside of Atlanta in Cobb County, Wellstar Cobb Hospital is a leader in healthcare. The 387-bed facility offers services for the entire family from birth to geriatrics. The Family Birthplace at Wellstar Cobb has a family-centered approach to care and an outstanding medical team of obstetricians and pediatricians, combined with the amenities of labor and delivery, recovery rooms, and a Level II Trauma and Burn Center and a Level III NICU.

Wellstar North Fulton Medical Center

Wellstar North Fulton Medical Center has served North Fulton and surrounding communities since 1983. Licensed for 218 beds, it is a state-designated Level II trauma center and provides a wide continuum of services, including neurosciences, women's health, orthopedics, rehabilitation, stroke, surgical services, gastroenterology and oncology.

The hospital is certified as a Primary Stroke Center by the Joint Commission, is fully accredited, is an ACS Verified Trauma Center, and is also recognized by the American College of Surgeon's Commission on Cancer as an Accredited Cancer Program.

Wellstar Douglas Hospital

Located in Douglasville, Georgia, Wellstar Douglas Hospital continues to rise to the healthcare demands and needs of the community's population of more than 120,000 residents. With 102 beds, state-of-the-art medical services and facilities, and a medical staff specializing in a wide variety of fields, the capabilities of this community-based hospital are exceptional.

Wellstar West Georgia Medical Center

Wellstar West Georgia Medical Center has provided health care services to residents of west Georgia and east Alabama for more than 75 years. is a 276-bed, full service hospital. In addition to the medical center, the health system includes a 150-bed skilled nursing facility; 112-bed skilled nursing facility; cancer treatment center; heart clinic and 16-bed hospice facility. Recently, it was named one of the nation's 100 Top Hospitals by Watson Health. Wellstar West Georgia Medical Center is a Level IV Trauma Center. West Georgia Medicals Center's Emergency Department has received accreditation as a Chest Pain Center with Percutaneous Coronary Intervention (PCI) from The Joint Commission, recognizing excellent, comprehensive care provided to their cardiac patients. They have earned the Healthgrades Patient Safety Excellence Award, Top 10% in The Country.

Wellstar Paulding Medical Center

Firmly rooted in Paulding County and proudly integrated in the community's history, Wellstar Paulding Hospital. Filled with natural light and innovative, safety-oriented features, the new eight-floor, 295,000-square-foot hospital has the ability to expand to 112 beds. This location is one of the first hospitals in the country to use a geothermal energy system, using the heat from below the Earth's surface to heat and cool the hospital.

Wellstar Spalding Regional Hospital

Wellstar Spalding Regional Hospital (SRH) includes the regional medical center and a critical access hospital. SRH is a 160-bed acute care facility that has been caring for the residents in Spalding, Pike, Lamar, Butts, and Henry counties for over 100 years. Services include joint replacement, Primary Stroke Center, interventional cardiology, imaging, radiology, oncology, and other outpatient services.

Wellstar Sylvan Grove Hospital

Wellstar Sylvan Grove Hospital is a 25-bed critical access hospital that has been serving the medical and health needs of residents in Butts County for 50 years. Sylvan Grove Hospital houses a 24-hour emergency room, rehabilitation services, outpatient diagnostic tests, physical/occupational/speech therapies, and other services.

Wellstar Medical Group

With more than 300 medical office locations, the WMG now includes more than 1150 medical providers in more than 40 specialties. The roots of WMG started in 1994 when Wellstar Health System launched Wellstar Physicians Group with a goal of creating a truly integrated health system where hospital-employed physicians work together with System leaders towards common goals.

More than two decades later, the Wellstar Medical Group serves as a seamless continuum of healthcare services, including primary and specialty care, acute care and ambulatory care, set in easily accessible ambulatory locations. For the patient, this means better care coordination, the convenience of scheduling, co-location of specialties and the elimination of duplication through the sharing of key demographic and clinical information.

Wellstar Foundation

For more than 15 years, the Wellstar Foundation has acted as a supporting organization to Wellstar Health System. As a not-for-profit health System, it is their responsibility to give back to the community. They do this by providing quality care to their patients and through the support of the Foundation. Of the tax-deductible contributions made to the Foundation, 100 percent is reinvested into services and programs for the less fortunate in their communities as well as enhancing the facilities at Wellstar.

Wellstar Health Parks and Ambulatory Care Centers

Wellstar's Health Parks initiative involves the development of community-based outpatient care centers to be strategically located for convenient access within the northwest Atlanta metro area. Each Health Park may be slightly different in the services provided but should contain some or all of the following: office space for primary care, pediatric and specialty physicians, outpatient surgery, diagnostic imaging and lab services, urgent care, primary care and specialty outpatient services such as cardiac, oncology, physical rehabilitation and women's health. The System also plans to focus on the overall health and wellness of the community, not only through clinical services but also by providing services such as chronic disease management, complementary medicine, screenings, fitness programs, and education.

Currently, there are five large full-service Health Parks, including the Acworth Health Park, the East Cobb Health Park, the Vinings Health Park, the Avalon Health Park, and the Cherokee Health Park. Additional facilities and services include seventeen urgent care centers and twenty diagnostic imaging centers. Many of these are integrated with Wellstar Medical Group clinic sites.

Wellstar Clinical Partner Network

Wellstar Health Network has been selected to participate in the Medicare Shared Savings Program (Shared Savings Program), Accountable Care Organization (ACO), a multifaceted new program sponsored by the Centers for Medicare and Medicaid Services (CMS). Through the Shared Savings Program, Wellstar Health Network will work with CMS to provide Medicare fee-for-service beneficiaries with high-quality service. It includes both Wellstar Medical Group physicians as well as non-employed physicians that wish to participate with Wellstar on these initiatives.

Wellstar Research Institute

Wellstar's clinical research program strives to improve the lives of their patients, physicians and community. Since 2011, the Wellstar Research Institute (WRI) has been the centralized research administration arm of Wellstar Health System. It's work contributes to the development of cutting-edge therapies and the overall advancement of medical science. WRI supports all Wellstar team members and its Wellstar Clinical Partner (WCP) affiliates who conduct research. WRI also advocates for the protection of patients who heroically volunteer as research subjects in clinical trials. Wellstar team members have many years of experience in research, and these studies have led to important new ways to treat diseases and enhance practice. Today, more than 100 Wellstar team members and affiliate partners are involved in more than 300 research projects.

Mayo Clinic Care Network

WellStar has joined the Mayo Clinic Care Network, a growing network of like-minded organizations that share a commitment to better serving patients and their families. WellStar providers will now have round-the-clock access to Mayo-vetted medical information and guidelines through AskMayoExpert, a web-based provider resource. Through their WellStar physicians, patients will have access to Mayo Clinic's expertise in all specialties while continuing to receive close-to-home healthcare at WellStar. As part of the Mayo Clinic Care Network, a WellStar specialist can request a consultation with a Mayo physician electronically for additional opinions on complex cases, at no cost to the patient, and usually receive feedback in two business days.

WellStar and Mayo Clinic share a common philosophy, commitment and mission to improve healthcare delivery. Working together, they hope to ensure the best care and treatment plans for even the most complicated diagnoses. WellStar is the largest health system in the Southeast and the only one in Metro Atlanta to be selected as a member of the Mayo Clinic Care Network. The network, which began in 2011, consists of organizations throughout the continental United States as well as a member in Mexico and in Puerto Rico.

History of Wellstar Health System Formation

In 1992, Cobb Hospital and Medical Center and Kennestone Regional Health Care System positioned themselves to meet specific challenges, which accompanied increased managed care penetration: intense competition for patients, shrinking reimbursement, changing inpatient practice patterns, and market consolidation. The foundation of the organization that would become Wellstar was built:

- In 1992, Cobb Hospital and Medical Center and Kennestone Regional Health Care System launched their first joint venture - a laundry facility.
- In September 1992, following several months of a successful contract management relationship between Cobb Hospital and Medical Center and Douglas Hospital, the Douglas Hospital Board of Directors agreed to a merger with Cobb Health Services.
- In October 1992, Cobb Hospital and Medical Center and Kennestone Regional Health Care System agreed to a merger creating an organization comprised of four acute care hospitals (Cobb, Douglas, Kennestone, and Windy Hill) and the ancillary services owned by those organizations. With the formation of the organization, strategic and operational policymaking would lie with a central Board of Directors. In 1994, Paulding Hospital joined the merged entities.
- In April 2016, Wellstar Health System completed the acquisition of five hospitals from Tenet Healthcare, which has allowed Wellstar to expand upon its proven clinical care models and patient safety programs leading to increased quality and improved access to healthcare to new communities. In addition, Wellstar also added West Georgia Health in La Grange. The hospitals are known as Wellstar Atlanta Medical Center, Wellstar Atlanta Medical Center South, Wellstar North Fulton Hospital, Wellstar Spalding Regional Hospital, Wellstar Sylvan Grove Hospital and Wellstar West Georgia Medical Center.
- Wellstar offers an exception, personalized environment for graduate medical education (GME) reflecting a commitment to preparing the next generation of physicians.
- Since 2011, the Wellstar Research Institute (WRI) has been the centralized research administration arm of Wellstar Health System. The work contributes to the development of cutting-edge therapies and the overall advancement of medical science. The WRI supports all Wellstar team members and its clinical partners who conduct research. Today, more than 100 Wellstar team members and affiliate partners are involved in more than 150 research projects.
- In 2023, Wellstar and Augusta University Health System (AU Health) finalized a merger agreement. If approved, the merger would create Wellstar MCG Health, making Wellstar a sole corporate member of AU Health. Wellstar will commit to spend \$797 million over the next decade, including the construction of a hospital in Columbia County, Georgia, implementation of the Epic EHR and improvements to the AU Medical Center campus.

For additional information, visit <http://www.Wellstar.org>.

Position Summary

This position is a leader of clinical initiatives aimed at improving quality, safety, patient and physician satisfaction while managing costs, reducing length of stay, improving care coordination and enhancing clinical productivity with oversight at Wellstar Kennestone and Windy Hill hospitals.

The Vice President Hospital Chief Medical Officer will be housed at the designated hospital. The CMO will be charged with the advancement and enhancement of processes to build a cohesive, engaged, and high performing medical staff focused on service excellence and continuous clinical improvement. Through the ongoing development of successful performance improvement standards and practices, the CMO will succeed in creating a highly attractive practice environment for physician across the continuum of care for patients at Wellstar Health System.

Reporting Relationships

The CMO reports to Wellstar Kennestone Regional Medical Center's EVP and Hospital President with a strong matrix relationship to the EVP Clinical Integration. This position will collaboratively work with the Chief Nurse Executive and EVP of WellStar Medical Group.

Direct reports: AVP and ACPMO of Wellstar Kennestone Regional Medical Center

Wellstar Kennestone Regional Medical Center Care Coordination team

Transfer Center Medical Director

Matrix reports: Market Vice Presidents of Medical Affairs

Post-Acute Medical Directors

Responsibilities

This position is a leader of clinical initiatives aimed at improving quality, safety, patient and physician satisfaction while managing costs, reducing length of stay, improving care coordination and enhancing clinical productivity with oversight at Wellstar Kennestone and Windy Hill hospitals.

Assess, Monitor and Enhance Clinical Quality Safety and Care Coordination

- Provide leadership to the management team and physician APP on clinical issues pertaining to care coordination, resource utilization, utilization review, quality improvement, risk management, patient safety, physician engagement and other issues as appropriate.
- Oversee the development and implementation of the Physician Performance Improvement Plan.
- Prepare reports that highlight practice patterns as well as appropriate action plans to address performance deviations from benchmarked expectations.
- Insure achievement of evidence based care goals and clinical performance initiatives including Core/ORIX measures, reduction in hospital acquired infections, and reduction in mortality.

- Serve as a consultant to the Risk Management Department on Quality/Risk Management issues regarding professional practice patterns, loss prevention, and clinical outcome matters, and reduction of Patient Safety Events (PSIs) and Hospital Associated Infections (HAIs).
- Lead the Hospital's Concurrent Medical Necessity program to ensure appropriateness of care setting and clinical documentation.
- Review referrals related to denials of hospitalizations, isolate day denials, carve-outs, and downgrades associated with commercial and governmental payors.
- Educate and advises physicians and care coordinators related to medical necessity, appropriateness of care status (admission versus observation) and assists with clinical documentation improvement.
- Serve as a champion and executive sponsor for Quality and Patient Safety initiatives among the Medical Staff.
- Review and makes recommendations regarding Quality of Care concerns.
- Work in collaboration and is matrixed to the system EVP Chief Clinical Integration Officer. Is an advisor to the Hospitalist Program and coordinates with this important group of physicians to facilitate problem solving, improve outcomes, reduce length of stay and optimization of resources as well as new provider recruitment and orientation.
- Available as a resource for patient or family complaints regarding physician or APP care.

Physician Leadership and Guidance

- Provide leadership to the Quality Improvement Services, and works in cooperation with the organized medical staff and management to promote an effective peer review process to further the analysis and evaluation of medical care practices.
- Assists the Officers of the Medical Staff and other physician leaders in resolving problems related to individual members of the Medical Staff.
- Review and investigate issues related to disruptive physician issues.
- Make recommendations to Medical Executive Committee and provides follow up counseling for disruptive physicians.
- Work closely with the Medical Staff and Hospital Management Team to favorably influence and enhance physician satisfaction.
- Conducts orientation for new physicians and APP and serves as a leader for development of upcoming Medical Staff leadership.
- Oversee and manage the development of appropriate policies and procedures to ensure hospitals are in compliance with the necessary regulatory legislation, the Joint Commission and other System requirements.
- Coordinates with the EVP and Chief Clinical Integration Officer and other WellStar Health System Vice Presidents Hospital Chief Medical Officers to ensure consistency across the Health System.

- Ensures Medical Staff complies with accreditation/licensure requirements

System Leadership role

- Market VPMA/CMOs will have strong dotted line to the CMO in coordinating physician enterprise strategy and performance.
- Medical Directors in post-acute network will have strong dotted line to the CMO and will have regular cadence to review dashboard of respective SNFs and opportunities for improvement including acceptance rates, LOS, readmissions, and establishing protocols.
- Medical Director of Transfer Center will be a direct report for the CMO and will provide periodic back-up, establish protocols with Service Line leads, and assist in level-loading for System.

Goals and Objectives

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

- Build a culture of trust and engagement as reflected in the Great Place to Work Trust Index Survey at a direct report, workgroup and hospital/entity level.
- Hold leaders accountable for behaviors that create trust and engagement.
- Perform all duties and responsibilities of this position in a manner that reflects the values of WellStar.
- Maintain and strengthen relationships with physicians and assures their involvement in developing systems to assure the growth of the service and the cost-effective delivery of quality patient care in a manner that fosters patient and employee satisfaction.
- Set challenging and productive goals for team. Hold team accountable for actions while providing leadership and motivation. Provide resources and support.
- Utilize checkpoints and data to track progress, setting up system and processes to measure results.
- Ensure that the mission and values of the organization are well articulated and supported. Works collaboratively and as a team member with hospital leadership. Partners with Human Resources to achieve desired organizational culture, staffing and workforce metrics.
- Fosters positive working relationships between staff and physicians across the Health System. Fosters a culture that focuses on patient satisfaction, safety, customer service, staff participation, collaboration, motivation, and effective communication.

Candidate Qualifications

Required Minimum Education/Certification

- M.D. or D.O. degree from a recognized medical school
- Masters Degree in Medical Management, MBA, MPH or similar preferred
- Board Certification in relevant specialty
- Eligibility to obtain a medical license in the state of Georgia

Knowledge and Work Experience

- Preference for at least ten to fifteen years' experience as a practicing physician.
- Preference for at least seven years of clinical and administrative leadership experience in an acute care setting, including but not limited to service as a department chair, medical staff president, residency/fellowship program director or similar.
- Prior physician advisor experience strongly preferred.
- Knowledge of information technology and facility with electronic health records (EHR) and computerized order entry (CPOE).
- An understanding of statistical analysis, clinical epidemiology, best practices, and how to successfully introduce information technology into clinical practice.
- Experience with lean process improvement and EPIC is considered an advantage.
- Working knowledge and experience in managing clinical operations, resource utilization and management, quality performance and improvement, medical informatics, financial planning, budgeting and development of new programs and clinical service lines.
- Exposure to the managed care environment and an understanding of the need to align the physicians' interest with the interest of the Wellstar Health System and to assist Wellstar in charting the organization's future direction and success.
- Proven accomplishment in developing, maintaining and improving the cost-effective delivery of high-quality services.

Leadership Skills and Experience

- Strong interpersonal qualities and the demeanor and style to quickly establish credibility in the organization. Superior physician relation building skills.
- An ability to organize and present data in a concise and easily understood manner, often to professionals, physicians and board members. The ability to use data to create accountability structures to drive success.

- Proven success in accumulating and analyzing appropriate data and formulate actionable plans to achieve goals.
- A comfort with a competitive and complex healthcare market.
- Excellent written and verbal communication skills and the confidence to represent the WellStar Health System in formal and informal settings.
- Creative problem-solving skills with the willingness to take the initiative in leading change as well as the ability to effectively manage change.
- An understanding of and a commitment to patient experience as a necessary component for success.
- A management philosophy and behavior which exemplifies integrity and strength of character, people sensitivity and respect for others, collaboration and team building, sense of humor, willingness to share and teach, customer service orientation and commitment to quality in all endeavors.
- Strong business acumen.
- Values consistent with those of WellStar Health System.
- Skills in relationship development and collaboration across a matrix environment to establish coordinated plans for growth and delivery of surgical services for Wellstar Health System.
- Proven, effective, and innovative business development expertise, experience, and skills gained within organizations known for leading edge program development and a commitment to excellence.
- Skills including strategy development, program evaluation, budget preparation, and execution of programs and services to achieve quality standards.
- Excellent understanding of clinical and technology trends related to the delivery of healthcare services.
- A firm commitment to delivering high-quality healthcare services with an unparalleled commitment to customer service as a necessary component for success.

The Community

Marietta, Georgia

Wellstar Health System is located in Marietta, Georgia, nestled just north of Atlanta and just south of the North Georgia Mountains. Marietta serves as the county seat in the center of Cobb County, Georgia. There is easy access to all points from Marietta thanks to Interstate 75, U.S. Highway 41 and many state routes. At the 2020 census, the city had a population of 60,972 making it one of Atlanta's largest suburbs. Marietta is the fourth largest of the principal cities by population of the Atlanta metropolitan area.



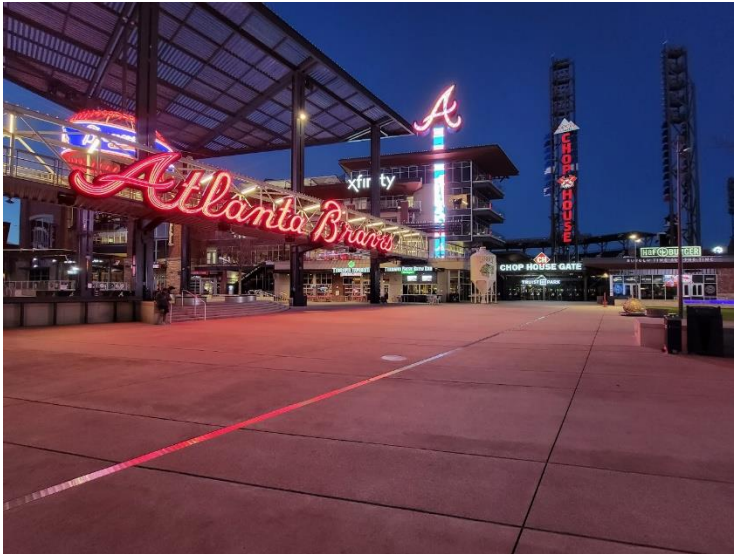
Established in 1834, Marietta is a vibrant city that offers world-class amenities while preserving its important ties to the past. Marietta is graced with a historic town square, five National Register Historic Districts, a dramatic mountain backdrop, and just enough mileage between it and Atlanta to give it the élan of a cosseted and well-heeled small town with the vibrancy of an urban environment. A pocket-sized parcel 18 miles northwest of Atlanta, this county seat of Cobb County is rich in arts and culture, Civil War history and heritage.

From Antebellum Square, grand antebellum homes, the battlefields at Kennesaw Mountain to the Marietta Museum of History, the Root House Museum, and the Marietta Gone With the Wind Museum: Scarlett on the Square, when in Marietta, you are surrounded with history.



Home of MLB's the Atlanta Braves, Marietta offers her residents and visitors a variety of activity; beautiful parks, quaint streets, Victorian homes and historic sites. Area shopping and progressive businesses are found here as well. Multiple local attractions, sporting events, festivals and industries provide visitors with many exciting things to do and business to conduct. Truist Park, The Battery Atlanta, is a sports and entertainment experience unlike any other. The perfect marriage of classic ballpark feel, modern amenities and southern hospitality, which creates a fan

experience unlike any other. An intimate setting of 41,000 seats is designed to maximize sightlines, making every seat feel like the "best in the house."



The Battery Atlanta, offers a 365 day entertainment experience. The 2-million-square-foot mixed-use destination features some of Atlanta's most acclaimed chefs and a diverse blend of culinary options to please foodies and families alike. In addition, visitors can sip cocktails from some of the area's renowned mixologists, shop for the hottest new styles at unique retailers, bowl a few games or ride a mechanical bull. The Battery Atlanta® is also home to the Coca-Cola Roxy™, where music lovers will find a 4,000-seat venue for all genres of live music.

For additional information visit:

<https://visitmariettaga.com/about/>

<https://www.exploregeorgia.org/article/guide-to-marietta>
www.mariettaga.gov

<https://batteryatl.com/>

<https://travelcobb.org/cobb-county-activities/truist-park-and-the-battery-atlanta/>

Atlanta, Georgia

Atlanta, Georgia, located in the geographic center of the Southeast, is the nation's 8th largest metropolitan areas and has the world's most-traveled airport. The city of Atlanta is home to more than 490,000 people and over 6.1 million reside in the Atlanta metro area.

Metro Atlanta is a regional, national and global center for business operations and is home to more than 137,000 businesses. With a gross domestic product (GDP) of \$406 billion, Atlanta has the tenth largest economy of cities in the U.S. and the 20th largest in the world. Its economy is considered diverse, with dominant sectors in industries including transportation, aerospace, logistics, healthcare, news and media operations, film and television production, information technology, finance, and biomedical research and public policy.

Atlanta is truly a world-class city with living options that include the bustling downtown to the more rural areas a short distance away. There is something for everyone: Dining, culture, the arts, and professional, collegiate and amateur sports. With its delightfully mild, four-season climate and forested topography, it's no wonder that people continue to move there. A short drive from Atlanta includes natural wonders like Stone Mountain Park, Providence Canyon State Park and Lake Lanier. Atlanta is the gateway of the New South, offering a unique blend of big-city entertainment and southern hospitality.

For those hoping for a more relaxed lifestyle, outside of Atlanta proper, there are many communities to fit one's particular lifestyle like Alpharetta, Marietta, Buford and Sandy Springs that provide easy access to Atlanta without the bustle of the city and beautiful scenery aplenty. The area surrounding Atlanta includes everything from national parks (Kennesaw Mountain National Battlefield Park, Amicalola Falls), to beautiful lakes (Allatoona Lake, Lake Sidney Lanier), art museums, to fine dining and world-class barbecue.

Atlanta's vibrant economic growth attracts hundreds of companies and thousands of well-educated job seekers annually. The area's low cost of living, high employment and strong, diverse industry base will ensure its continued record-setting growth. Metro Atlanta's openness has proven to be an



alluring magnet for the world's foremost companies. Metro Atlanta ranks among the top five in the nation in net new job growth for the last decade, adding nearly 460,000 new jobs. Metro Atlanta is forecasted to be the third-largest job generator over the next decade.

One of Atlanta's oldest and most well-known companies, The Coca-Cola

Company, made its start in Atlanta when Dr. John Pemberton, an Atlanta pharmacist concocted the Coca-Cola soft drink formula in a brass kettle in his backyard, trying to discover a headache tonic. The Coca-Cola Company was incorporated in Atlanta in 1888 and is now one of the top 100 companies in revenue in the United States. Turner Broadcasting and Cox Communications call Atlanta their corporate headquarters. In the 1970's and 80's, companies and organizations such as Home Depot, Georgia-Pacific and the American Cancer Society moved their headquarters to Atlanta – and the trend has continued with UPS, the world's largest shipper, ING Americas, Holiday Inn and InterContinental Hotels, CARE International, Philips Consumer Electronics, GE Energy, Porsche Cars North America, Novelis and Spectrum Brands (Rayovac Batteries) – all moving their headquarters to Atlanta in the last ten years.

Metro Atlanta is also home to the world-renowned U.S. Centers for Disease Control & Prevention, Arthritis Foundation, as well as several distinguished universities such as Emory University, Georgia Institute of Technology, and Morehouse School of Medicine.

<https://discoveratlanta.com/>
<https://en.wikipedia.org/wiki/Atlanta>
<https://www.exploregeorgia.org/city/atlanta>

Procedure for Candidacy

Please direct all nominations and resumes to Dan Dimenstein or Lisa Lewis at llewis@wittkieffer.com. Candidates may also apply by submitting materials [here](#) via WittKieffer's Candidate Portal.

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