A Position Profile

Chief Clinical Officer

UnityPoint at Home

Urbandale, Iowa
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UnityPoint Health

UnityPoint Health is one of the nation’s most integrated health systems. Its physician-led team of professionals communicates clearly and effectively to address a patient’s healthcare in the most appropriate setting, whether it is a clinic, a hospital, or at home. Through relationships with more than 290 physician clinics, 32 hospitals in metropolitan and rural communities, and home care services throughout its nine regions, UnityPoint Health provides care throughout Iowa, Illinois, and south central Wisconsin.

UnityPoint Health entities employ more than 30,000 employees, including more than 1,600 employed healthcare providers working toward innovative advancements to deliver the Best Outcome for Every Patient Every Time.

Each year, through more than 4.5 million patient visits, UnityPoint Health, UnityPoint Clinic, and UnityPoint at Home provide a full range of coordinated care to patients and families. With annual revenues of $4 billion, UnityPoint Health is the nation’s thirteenth-largest non-profit health system and the fourth-largest non-denominational health system.

History

The change to become UnityPoint Health follows several years of discussions and innovative pilots between the organization’s regional affiliates, board of directors, physician leadership, and management teams regarding healthcare changes and how to best position the organization for the future. The strategic plan of UnityPoint Health is focused on a new care coordination model and organizational growth.

UnityPoint Health began in Des Moines in 1993, when Iowa Methodist and Iowa Lutheran merged to form Iowa Health System. At the time, the merger created Iowa’s largest provider of hospital and related health services. Since then, UnityPoint Health has grown to encompass nine major geographic regions in Iowa, Wisconsin, and Illinois, and includes UnityPoint Clinic and UnityPoint at Home and a newly created insurance division. In its continued effort to expand its network of patient-focused, community-minded health systems dedicated to providing high-quality, lower-cost healthcare throughout the Midwest, UnityPoint Health and Meriter Health Services (448-bed hospital, eight clinics, a multispecialty medical group, and Physicians Plus Insurance Corporation) in Madison, Wisconsin, signed an affiliation agreement in October 2013. The agreement received all necessary regulatory approvals and was finalized on January 1, 2014. This strategic affiliation allows for UnityPoint and Meriter to collaborate on care delivery innovations to better serve patients and lower the cost of healthcare. In November 2015, UnityPoint Health and HealthPartners
announced plans to jointly launch a new insurance company offering individuals and employers a new integrated option when it comes to their health care and coverage. The partnership, named HealthPartners UnityPoint Health, will leverage the best of both companies: UnityPoint Health’s network of providers and HealthPartners’ scale, health plan sophistication, and expertise. The parties will equally own and govern the insurance entity.

**Coordinated Care that Improves Outcomes**

Physician-led Teams, Centered on the patient.

Connecting with a doctor matters to people. Traditionally, it could be easy to lose that connection in the course of an illness or treatment. UnityPoint Health is changing that by emphasizing the role of the physician, not just as a healer of individuals but also as a professional team leader. The vision includes physician leaders who are able to elevate the quality of care for every patient, even for procedures or treatments that are being addressed by other physicians or health care professionals.

The best descriptor for the professional culture is “physician-led.” This means that, ideally, a physician is not just contributing to an individual’s care but also is leading a team that surrounds the person with care and includes the patient in decision-making. That way, UnityPoint Health can be sure people get the care they need, whether it’s accessing a specialist at the hospital, a home care professional, or health services in the community. Care with UnityPoint goes beyond the traditional to the way it should be. It’s care that’s focused on individuals, their concerns and their health.

The point of unity is you.

**UnityPoint Hospitals**

Award-winning care teams. Specialists at the top of the profession. The latest in advanced medical technology. All of this can be found right in the community at one of the technologically advanced hospitals of UnityPoint Health. There are 17 owned hospitals and 15 community network hospitals.

**UnityPoint Clinic**

UnityPoint Clinic is an integrated network of primary care and specialty physicians and clinics providing quality healthcare services to patients and communities in Iowa, Wisconsin, and Illinois. With nearly 900 physicians and providers at more than 280 clinic locations, UnityPoint Clinic specializes in family medicine, internal medicine, pediatrics, OB/GYN, and a wide variety of additional specialty services. Part of UnityPoint Health, UnityPoint Clinic works with affiliated hospitals and home health services to provide patient-centered, coordinated care.
UnityPoint at Home

UnityPoint at Home is an integrated home health services provider serving patients and communities in Iowa, Illinois and Wisconsin. Part of UnityPoint Health, UnityPoint at Home works together with its affiliated physicians and hospitals to coordinate the services, support, and education necessary for patients to continue their care at home. Services include adult, senior, and pediatric home care, nursing care, rehabilitation therapy, palliative and hospice care, infusion therapy, and home medical equipment services.

UnityPoint Health Insurance Division

UnityPoint Health Insurance Division was created in 2014 as the organization moved to value-based reimbursement and taking risk on patient populations. It consists of the newly announced launch of HealthPartners UnityPoint Health, Physicians Plus Insurance Corporation currently serving members in south central Wisconsin, an Accountable Care Organization (ACO) serving a population of over 222,000 in nine markets via four different strategies throughout Iowa and Illinois. In 2017, HealthPartners UnityPoint Health will begin selling Medicare Advantage products in Iowa and Illinois.

Vision

**Best outcome for every patient every time.**

Over the next three years, the people of UnityPoint Health are accountable to:
1. Foster unity across all 30,000 employees with renewed engagement in the organization.
2. Own the moment with patients and families giving the quality and safe care and experience we would want for our loved ones.
3. Seize opportunities to break down silos or barriers that may exist across the system or service units and come together to improve coordinated care.

Service Area

UnityPoint Health provides care across Iowa, south central Wisconsin, and western and central Illinois in nine geographic regions: Des Moines, Dubuque, Cedar Rapids, Fort Dodge, Peoria, Quad Cities/Muscatine, Sioux City, south central Wisconsin, and Waterloo. The regions work together and have access to the resources of UnityPoint Health and maintain the ability and responsibility to provide high-quality care to their communities.
UnityPoint Health Accountable Care

Value-Based Payor Arrangements Map

- UnityPoint Health Self-Insured Employee Health Plan
- Medicare Pioneer ACO
- Medicare Shared Savings Program
- Program of All-Inclusive Care for the Elderly (PACE)
- Wellmark ACO
Executive Biographies

Kevin Vermeer  
Chief Executive Officer, UnityPoint Health

Kevin Vermeer became Chief Executive Officer in January 2016. Kevin was named president of UnityPoint Health in March 2015, in addition to his title of chief strategy officer. He most recently served as executive vice president, chief strategy officer and UnityPoint Health Partners CEO.

He formerly served as CFO for UnityPoint Health/Trinity in Rock Island, Illinois, and interim CEO of UnityPoint Health/Trinity in Muscatine, Iowa. Kevin also worked for UnityPoint Health/Allen Hospital in Waterloo, Iowa, and at Sister of Charity hospitals in Colorado Springs and Denver, Colorado. He holds a bachelor’s degree in accounting from the University of Nebraska in Lincoln and a master’s degree in management from New England College in Henniker, New Hampshire. He is a member of the Healthcare Finance Management Association and the American College of Healthcare Executives.

Alan S. Kaplan, M.D.  
President and CEO, UnityPoint Clinic, UnityPoint at Home  
Senior Vice President/Chief Clinical Officer, UnityPoint Health

Dr. Alan Kaplan leads physician alignment and clinical transformation strategies. He has overall accountability for physician alignment, clinical transformation, home health, patient safety, and quality improvement.

Prior to joining UnityPoint Health in 2009, Dr. Kaplan served as vice president, chief medical officer and operations for Edward Health Services Corporation in Naperville, Illinois. Dr. Kaplan received his medical degree from Rush Medical College in Chicago, Illinois. He also earned his master’s degree in medical management from Carnegie Mellon University in Pittsburgh, Pennsylvania. Dr. Kaplan is a Fellow of the American College of Healthcare Executives and the American College of Physician Executives. He is a past president of the American College of Physician Executives.

Marissa Smith, J.D.  
Vice President, Chief Compliance Officer, UnityPoint at Home

Marissa Smith joined UnityPoint at Home in 2001 as the compliance officer and risk manager. Her position grew to include the duties of contracts, HIPAA privacy officer, and HIPAA security officer. Prior to joining UnityPoint at Home, Marissa was a Medicare fraud investigator. Her educational background includes a bachelor’s degree in accounting from the University of Northern Iowa and a law degree from Drake University.
Craig Flanagan
Vice President, Chief Financial Officer, UnityPoint at Home

Craig Flanagan joined UnityPoint Health in 2000 as an internal auditor. He then joined UnityPoint at Home in 2001, serving first as the accounting manager and then as the executive director of finance in 2006. In 2008 Craig moved to the Allen Health System to become the senior director of finance for five years before coming back to Unity Point at Home in his current role as the Vice President/Chief Financial Officer in 2013. Craig began his career in 1998 as a staff auditor with Gardiner & Company P.C. in Des Moines, Iowa. He obtained his bachelor’s degree in accounting from the University of Northern Iowa and is a licensed CPA in Iowa. Craig is an active member of the Iowa Society of Certified Public Accountants and the Healthcare Financial Management Association.

Andrew Molosky
Vice President, Chief Operating Officer, UnityPoint at Home

Andrew Molosky joined UnityPoint at Home in September 2014 as Chief Operating Officer where he focuses on driving performance through an innovative blend of outcome management, employee development, and customer-focused business development solutions. Prior to joining the UnityPoint at Home senior executive team, Andrew served in several key executive roles throughout the hospice, palliative care, pediatric, HME, and home care industries. As a proven executive leader, his hallmarks include:

- Strategic and organizational planning and execution
- Organizational culture and change management
- Mergers and acquisitions, joint ventures, de novo and organic growth methodologies

Through high-level strategic planning and innovative care delivery models, Andrew helps drive UnityPoint at Home’s clinical, financial, and organizational place as a cutting-edge leader in the industry. UnityPoint Health was nationally recognized with the Circle of Life Award in 2013 for innovation in palliative care from the American Hospital Association.

Andrew received his MBA from Grand Canyon University and a bachelor’s degree specializing in clinical exercise science and cardiac rehabilitation from the University of Toledo. Andrew holds Hospice and Palliative Care Administrator (CHPCA) credentials as well as certification in end-of-life care from Duke University. Andrew is a member of the American College of Healthcare Executives and is affiliated with multiple industry advocacy and policy groups.
Jessica Meisner
Vice President of Human Resources and Education, UnityPoint Health, UnityPoint at Home

Jessica Meisner is the Vice President of Human Resources and Education for both UnityPoint Clinic and UnityPoint at Home. In her role, Jessica oversees all HR operations, such as benefits, compensation, recruitment and organizational development. She also directs goal alignment, engagement and change management strategies. Jessica joined the UnityPoint Health system in 2004, leading UnityPoint Clinic physician recruitment efforts for five years before becoming director of human resources. She has been in her current role since January 2014.

Jessica holds a bachelor’s degree in business administration from the University of Iowa. She is also a graduate of the UnityPoint Health Management Leadership Academy.
UnityPoint at Home

UnityPoint at Home’s qualified team of experienced home healthcare professionals works closely with physicians and other healthcare providers to design and implement a personalized plan of care that addresses the specific needs and goals of every individual in order to achieve the best outcome for every patient, every time.

Whether a patient is learning to manage a chronic disease, transitioning home from the hospital, or rehabilitating after an injury or surgery, UnityPoint at Home allows patients to continue the level of care necessary to help restore health, well-being, and independence, all from the comfort of home.

UnityPoint at Home serves patients and communities in Iowa and Illinois. Comprehensive services include:

- Adult and Senior Home Care
- Pediatric Home Care
- Nursing Care
- Rehabilitation Therapy
- Palliative Care
- Hospice Care
- Infusion Therapy
- Home Medical Equipment Services

The home care team includes several healthcare professionals who work closely with each patient and his/her family and doctor to coordinate care and manage health.

- Physicians
- Nurse Practitioners
- Registered Nurses and Licensed Practical Nurses
- Physical, Occupational, and Speech Therapists
- Home Health Aides
- Medical Social Workers
- Respiratory Therapists
- Pharmacists

The focus of the UnityPoint at Home team is for patients to achieve health and independence, whether it is through short-term or long-term care. They listen to the goals of the patient and respect their choices, earning them a reputation for commitment and integrity. Each patient’s health is the team’s priority, and the team works with each person on the road to recovery and assists in every way possible to provide the best level of health and well-being.
Quality Results

Care satisfaction is a key to keeping patients healthy. The federal government has a database of care quality measurements that allow patients to compare healthcare providers across the nation.

UnityPoint at Home is happy to provide this information in order for patients to easily compare its care with other providers. It works to surround patients with a compassionate care team whether they are receiving care in a clinic, hospital, or at home. One of the ways UnityPoint at Home knows how well it is doing is by its quality scores.

Quality Measurements

Listed below are five items used to measure the quality of the care provided in the home.

1. Managing daily activities
2. Managing pain and treating symptoms
3. Treating wounds and preventing pressure sores
4. Preventing harm
5. Preventing unplanned hospital care

Additionally, each region is scored in five items of patient satisfaction. Results of scoring these items are also used by the federal government to measure and compare the quality of home health services across the country.

Coordinated Care Approach

The coordinated care approach at UnityPoint Health guarantees that patients receive the best care and services available in the hospital, clinic, or in the comfort of their own home.

Imagine having exceptional, organized medical care through every stage of life. Imagine being treated like a person, not just a number. Imagine knowing that your needs come first.

- Electronic medical records and charting means the patient’s information is accessible by all UnityPoint providers. Patients can access their outpatient appointments, labs, and test results through the MyUnityPoint patient portal.
- UnityPoint Clinic offers prevention services, screenings, and wellness education programs to arm patients with the knowledge and skills necessary to live a healthy, happy life. The patient’s health is the priority.
- UnityPoint at Home provides medical equipment services and professional in-home care from compassionate and trained staff, allowing patients and their families to maintain independence while receiving care and rehabilitation.

UnityPoint at Home’s dedicated healthcare professionals believe that the needs of every patient come first. They understand that communication is the key to providing quality, organized care. That is why every stage of care is guided by the patient’s primary physician, with individual needs being UnityPoint at Home’s first priority. This collaboration of care ensures that every professional involved in the treatment is familiar with the patient’s medical history, current level of health, and future goals.
Revenue Ranking

While UnityPoint at Home does not report its revenues or other statistics to *Modern Healthcare*, below is a list of the top for-profit and not-for-profit home health companies. With revenues nearing $190 million in 2016, UnityPoint at Home would be the fourth-highest company on the not-for-profit list.

![Chart reprinted courtesy of Modern Healthcare.](image-url)
**Position Description**

The Chief Clinical Officer of UnityPoint at Home is responsible for the planning, development, implementation, and innovation of clinical practice across the full spectrum of eight distinct service lines. This executive will function as a member of the senior leadership team. Based on the scope and complexity of the business, it is critical that the incumbent be an outstanding relationship builder, possess strong business acumen, and have experience leading in a multi-site and multi-product home health organization. The successful leader will have the presence to generate instant credibility within the business, system, and broader community.

**Reporting Relationship**

The Chief Clinical Officer reports to the Chief Executive Officer of UnityPoint at Home, Dr. Alan Kaplan, who is also the Chief Executive Officer of UnityPoint Clinic and Senior Vice President and Chief Clinical Officer of UnityPoint Health.

Direct reports to this position are Vice President Clinical Integration, Director of Education and Learning, Director of Quality and Director Patient Experience.

**Principal Accountabilities**

- The Chief Clinical Officer (CCO) is responsible for clinical practice at UnityPoint at Home by ensuring consistency in the standard of practice across the clinical settings. As a member of the UnityPoint at Home executive team, the CCO supports and facilitates an interdisciplinary team approach to the delivery of care. This includes creating a clinical environment in which collaboration is valued and excellence in clinical care, education, and research is promoted and achieved. The CCO ensures the continued advancement of the profession of clinical services in UnityPoint at Home. The CCO is responsible for the delivery of clinical care, treatment and services 24 hours a day, seven days a week.
- Organizes, directs, and plans and evaluates the provision of service for which he/she is responsible.
- Provides leadership and direction for the development of strategies to promote the recruitment, retention, and recognition of excellence in clinical services.
- Exercises authority over staff members who provide nursing care, treatment, and services.
- Participates in the planning, implementation, and evaluation of clinical programs and services, assuring appropriate resources for the delivery of care.
- Serves as the senior spokesperson for clinical services at UnityPoint at Home. Advises the senior leadership of UnityPoint at Home and individual clinical facilities and other groups (including the medical staff) by providing input about the implications of decisions and change on the quality of patient care, on clinical practice, and on clinical care providers.
- Provides leadership in the establishment of credentialing/privileging policies for licensed staff and ensures compliance with such policies for nurses who seek to practice and who practice in UnityPoint at Home.
- Promotes and fosters a multidisciplinary approach to patient care and the coordination of care among disciplines and systems.
- Promotes a high degree of teamwork between disciplines and departments.
- Assures that the patient care delivery model(s) and clinical and staffing standards are consistent with current research and professional standards and with the mission, vision, and values of the organization.
- Develops and establishes rapport between all hospitals and physicians as well as other caregivers.
- Assures continuity and consistency of clinical care across individual organizations.
- Assures that all nursing services are provided in compliance with all applicable standards and requirements of CHAP, The Joint Commission, URAC, the Iowa Board of Nursing, and all other applicable regulatory bodies.
- Collaborates with nursing schools and other schools to ensure an effective learning environment for students.
- Oversees programs that support the nursing profession within the Clinical Ladder program, nursing internship programs, and nursing research.
- Provides direction for operational departments as assigned at a homecare level (i.e., UnityPoint at Home: Education Services, Accreditation and Regulatory Affairs, Nursing Recruitment, Information Services, Patient Resource Management, and Advanced Practice Nursing).
- Works closely with senior leadership team/senior management team in clinical aspects of the companies through the strategic/annual planning process.
- Collaborates with senior leadership team to establish personnel policies and procedures, including wages, salaries, and benefits, and assures compliance with applicable laws.
- Communicates with senior leadership team/senior management team regularly to review clinical service issues and opportunities for improvement to ensure the delivery of high-quality service to all internal and external customers.
- Encourages and facilitates cooperation, planning, and communication throughout the organization.
- Encourages and supports collaboration and sharing of best practices between home care affinity groups.
- Meets measures as determined and required for job productivity and performance improvement.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, and participating in professional societies.
- Maintains regular and consistent attendance at work.
Behaves in a manner consistent with mission, vision, values, and expectations for excellence.
Maintains compliance with OSHA, accreditation standards, and risk management guidelines.
Maintains compliance with personnel policies and procedures.
Behaves in a manner consistent with all corporate compliance policies and procedures.
Additional duties at the direction of the CEO of UnityPoint at Home
Employee is responsible for completion of communication tasks and activities in a timely manner. This would include but is not limited to: responding to email, voicemail or telephone messages promptly, accurately, and professionally; attending staff meetings as scheduled or viewing videotapes of those meetings; asking questions of team members and supervisors when needing clarification about various day-to-day issues or patient needs; and reviewing employee communication pieces to stay aware of UnityPoint at Home programs and initiatives.
Facilitate further clinical integration of UnityPoint at Home and UnityPoint Clinic, including the alignment of the annual planning cycle and respective operations as it relates to the implementation of new clinical initiatives.
Promote the development of the organization’s care coordination brand.
Facilitate points of contact for external and internal entities to coordinate population health clinical initiatives, programs and functions with UnityPoint at Home and UnityPoint Clinic.
Participate in the planning, implementation, and evaluation of new clinical programs and services, assuring appropriate resources, team membership and operational alignment for successful implementation and for the ongoing delivery of care.
Track regional and national trends and innovations relating to population health and serve as educator and advisor to internal audiences.
Assess clinical program success (i.e., clinical, financial, operational) and advise as to appropriate pilot testing and rollout strategies.
Defining clinical competencies and scope of responsibilities to drive accountability to work at top of licensure.

Experience and Qualifications

Required Qualifications

State registered nurse license.
Master’s degree in nursing or related field.
Minimum of eight years of experience in home care management.
Ability to manage multiple deadlines and pressure associated with same.
Ability to balance budgets with human resource demands as well as standards of care.
Ability to organize and properly prioritize his/her time in relation to day-by-day work as well as future demands.
Excellent verbal and written communication skills.
Extensive personal computer experience with knowledge of various software programs.
Demonstrates an ability to supervise and direct professional and administrative personnel.
• Knowledge of clinical and business management.
• Ability to resolve issues and deal with difficult situations effectively.
• Strong business skills. Ability to see the “big picture” and provide solutions for operational needs, and goals.
• Demonstrated problem-solving skills.
• Learns new concepts quickly and applies them in the course of his/her work.
• Openly and actively communicates information.
• Ability to work as a collaborative team member.
• Ability to understand and apply guidelines, policies and procedures.

Preferred Qualifications

• Experience with home health and accrediting agencies’ regulations and non-profit accounting.
• Nationally certified family nurse practitioner or doctorate of nursing practice degree.

Continuing Education Requirements

All staff members are expected to participate in appropriate continuing education. In addition, staff members are expected to accept personal responsibility for other educational activities to enhance job-related skills and abilities. All staff must attend mandatory educational programs.

Commitment to Values

The following behavior is expected from those employed by this organization:

Patients First
• Focus decision-making on what’s best for our patients
• Provide high-quality, compassionate care
• Communicate effectively with patients, families and other providers
• Improve patient experience and outcomes through care coordination

Integrity
• Be accountable to our patients and each other
• Rise above self-interest for the greater good
• Embrace public transparency of quality and safety metrics
• Earn our patients’ trust and deliver on commitments

Pursuit of Excellence
• Lead healthcare transformation, embracing innovation
• Exceed patient expectations in quality and service
• Embrace best practices and evidence-based care
• Value providers and staff by providing a great work environment
Partnership
- Share common goals and work together across the system, while acknowledging and adapting to regional needs
- Embrace diversity, respect differences, and value individuals across all disciplines
- Be professional and take a positive approach to problem-solving
- Recruit and retain partners and staff who share our values and vision

Community Stewardship
- Be strong, transformative community partners
- Identify and respond to community health needs
- Promote wellness and prevention
- Teach and develop healthcare providers to improve the workforce

Personal and Professional Attributes

The successful candidate will possess a wide range of needed personality traits, work habits, and social skills necessary to perform effectively within the organization. This individual will possess both personal and professional integrity, strong communication skills, and a professional appearance and presentation.

Specifically, the following knowledge, skills, and abilities will be required to be successful in this position:

- Performs effectively under high stress of continual demands and deadlines.
- Ability to perform multiple concurrent tasks subject to frequent change.
- Ability to understand and deal effectively with problems and opportunities.
- Exercises sound judgment, seeking advice when appropriate.
- Ability to think, prepare, and act objectively and analytically.
- Ability to interpret, analyze, evaluate, and present data in an effective and understandable format.
- Ability to deal with people effectively and respond professionally in all situations.
- Work independently, take initiative, and possess good organizational abilities.
- Strong commitment to providing excellent service to internal and external customers.

Opportunity Assessment

The Chief Clinical Officer will provide leadership and strategic direction for clinical practice across all lines of business within UnityPoint at Home. With revenues over $120M and projected 50 to 60 percent growth to $190M in 2016, UnityPoint at Home is in the top 10 percent of not-for-profit home health and related services organizations. Reporting to the Unity Point at Home CEO/System SVP and Chief Clinical Officer, this unique position offers the opportunity to join a creative, energetic, open-minded, and aggressive executive team leading eight distinct service lines that are horizontally and vertically integrated across nine multi-state geographic regions. There are few, if any, similar positions with this size and scope within other not-for-profit integrated delivery systems nationally.
The successful candidate will be an aspiring leader who thrives in a culture of results. Cultivating genuine relationships with peers, direct reports and system level executives is paramount. Open and direct communication with the ability to check ego at the door is a hallmark of the corporate culture, resulting in innovative and industry leading services and solutions. The Chief Clinical Officer will be visible and impactful at the UnityPoint Health system level, providing education and advocating for UnityPoint at Home’s solutions. This role represents an opportunity for a collaborative and accomplished post-acute care/home health nursing executive with a strong business acumen to work in highly valued and aggressively growing asset.
Community Information

The Chief Clinical Officer position will be in UnityPoint Health’s Urbandale, Iowa, location. As you will read, the Des Moines area is a community of choice for many reasons.

Des Moines, Iowa

As Iowa’s capital city, Des Moines is a hub of government action, business activity, and cultural affairs. With a metro population of 611,500, Des Moines is a bustling metropolis. Though it has big city bustle, residents are extremely proud of the small town atmosphere. The community offers quality schools, superb public services, and friendly neighborhoods - truly the best of both worlds!

Since 2000, more than $3 billion has been allocated to redevelop the Midwestern city’s downtown. In 2008, the city enlisted urbanist and Princeton professor Mario Gandelsonas to help draw up a master plan that encompasses a skywalk system, updates to and expansion of public transit, and a public art-filled riverwalk. From 2001 to 2011, more than 4,500 residential units were constructed in the downtown area, boosting the local population above 8,000 residents, the largest demographic of which is young professionals ages 25 to 34 (16 percent).

Des Moines is a major center for the insurance industry and also has a sizable financial services and publishing business base. In fact, Des Moines was credited with the No. 1 spot for United States insurance companies in a Business Wire article and dubbed the third-largest insurance capital of the world. The city is the headquarters for the Principal Financial Group, Aviva insurance, the Meredith Corporation, Ruan Transportation, EMC Insurance Companies, and Wellmark Blue Cross Blue Shield. In recent years, Microsoft and Hewlett Packard have established data processing and logistical facilities in the Des Moines metro. Forbes magazine ranked Des Moines as the “Best Place for Business” in 2010, and in 2011 it ranked the city No. 1 among America’s Best Cities for Young Professionals. In November 2011, the city of Des Moines was listed as the No. 1 Greenest City for Women by Self magazine.

Des Moines is an important city in United States presidential politics as the capital of Iowa, which is home to the Iowa caucuses. The caucuses have been the first major electoral event in nominating the President of the United States since 1972. Hence, many presidential candidates set up campaign headquarters in Des Moines.
Education

The Des Moines Public School district is the largest community school district in Iowa, with 32,062 enrolled students as of the 2012–2013 school year. The Des Moines Public School District has 65 schools, including 38 elementary schools, 12 middle schools, five comprehensive high schools, and 10 schools that provide a range of specialized and alternative educational programs.

Des Moines is also home to the main campuses of two four-year private colleges: Drake University and Grand View University. Des Moines Area Community College is the area’s community college with campuses in Ankeny, downtown Des Moines, and West Des Moines. Other institutions of higher learning in Des Moines include the AIB College of Business and Des Moines University, an osteopathic medical school.

Entertainment and Recreation

Des Moines is everything you want to find in a city. It’s a Friday night at a Broadway show, a Saturday morning at the Des Moines Farmers’ Market, or a night at your favorite restaurant. Enjoy laid-back music venues, a shopping trip to an East Village boutique, or an inspired trip through a downtown sculpture park.

Every summer during the 11-day run of the Iowa State Fair, Des Moines is home to more foods on a stick than you can, well, shake a stick at. But look beyond the corn dogs - and the cornfields - and you might just be surprised: Iowa’s unassuming capital has taken a turn for the hip.

A burgeoning fine-dining scene, arts offerings worthy of a larger metro, upscale shopping destinations, and family-friendly attractions have transformed Des Moines into a fun place.

Catch a day under the sun. Visit local parks, swim at local water parks, or ice skate at Brenton Plaza. Catch a train ride at Blank Park Zoo. Sleep under the stars at Adventureland Campground. Des Moines is easy to feel safe and easy to get around by foot, bike, or canoe. What you find in Des Moines is an opportunity for recreation. Des Moines is where you can feel at home in the great outdoors.

With miles and miles of trails, ride along the backdrop of downtown. Catch a view on the High Trestle Trail. Des Moines was named a Runner Friendly Community by Road Runners Club of America in 2012. With the trail system in central Iowa only getting better, the running community can appreciate all that the city offers.

During the summer, experience the views of Des Moines on an authentic stern-wheel paddle-wheeler, the Jon Anderson White Riverboat. You can also enjoy public golf courses with scenic views and golf lessons with a pro.

It’s a place for horseback riding, boating, and outdoor recreation within Polk County Conservation’s 12,000 acres of prairies, wetlands, and parks.
Check out the lighted bridge in Downtown Des Moines at Gray's Lake. Visit the Principal Riverwalk along the Des Moines River. It’s a public space for all. It’s also everything you don’t expect. It’s easy to get around.

Arts and Culture

Catch a view of local art and festive events. Catch the progressive city in action. Greater Des Moines is a city awakening. A year-round melting pot that is easy to lose yourself in and easy to feel at home with.

Des Moines is art galleries featuring Midwest artists. It’s stone oil lamps and unique fountains from Light the Earth. It’s a $40 million sculpture park in the center of downtown with a towering Nomade and 26 other world-renowned works from talented artists in the Pappajohn Sculpture Park of the Western Gateway district. It’s an experience to stroll through this artful entrance to downtown Des Moines. Catch even more art (and amazing architecture) at the Des Moines Art Center. Downtown architecture walks and more sculptures throughout the city add to its artsy vibe.

Festivals like ArtFest Midwest and HeartFest offer affordable art for all. The Des Moines Arts Festival is an experience of amazing artistry, performance arts, and an internationally-recognized arts event in downtown Des Moines.

Catch cultural events centered around authentic food and traditional entertainment. CelebrAsian, the Iowa Latino Heritage Festival, and many more cultural festivals bring diversity and energy to the city.

For additional information about Des Moines, please visit the following Web sites:

www.dmgov.org/
www.catchdesmoines.com/
First Group is in its fourth decade of providing leadership solutions for the healthcare industry. Our experience in evaluating talent, structure, and culture helps companies align their organizations to execute their strategic initiatives.

Our relationships, process and attention to detail put a premium on service excellence and client satisfaction. Our talent and leadership solutions provide a comprehensive array of retained executive search and integrated talent management services, from individual leadership development to executive team performance to organizational/cultural assessment and succession planning.

As one of the leading executive search and consulting firms exclusively focused on healthcare, we provide a depth of understanding and analysis that our clients find most beneficial. We identify, assess and develop optimal talent to implement your vision, mitigating risk as you build your leadership team.

Our clients include hospitals and health systems, managed care organizations, medical group practices, healthcare products and services companies, venture capital- or equity-backed firms, insurance companies, integrated delivery systems, and end-of-life care businesses.

Many of the premier organizations in healthcare choose to partner with Furst Group, including Rush University Medical Center, Conifer Health Solutions, Allina Health, Johns Hopkins Health System, Aurora Health Care, Prime Therapeutics, CVS Caremark, Amerisource Specialty Group, Ann & Robert H. Lurie Children’s Hospital, ACGME and Suncoast Hospice.

Furst Group recognizes candidates are the cornerstone of our business. In today's competitive talent environment, having a defined process that provides individuals with clarity and feedback throughout the entire job search is paramount to our business model.

We take extra steps to ensure candidates:

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

We look forward to working with you as a potential candidate for the Chief Clinical Officer position for UnityPoint Health in Urbandale, Iowa.

For additional information on Furst Group, please visit our Web site at furstgroup.com. To learn more about this particular position, please call (800) 642-9940 or contact:

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