

Albert Einstein Healthcare Network



www.einstein.edu
Philadelphia, PA

VICE PRESIDENT OF DEVELOPMENT

THE SEARCH

Albert Einstein Healthcare Network is a nationally recognized, 1,267-bed integrated delivery network with more than 8,500 employees serving the communities of Philadelphia and Montgomery Counties, in Pennsylvania. The network's primary location, Albert Einstein Medical Center, is the largest independent academic medical center in the Delaware Valley, providing training and education for more than 450 residents and fellows. Einstein also provides a comprehensive range of healthcare services through Einstein at Elkins Park hospital campus, MossRehab, Montgomery Hospital Medical Center, Belmont Behavioral Health, Einstein at Germantown, Willowcrest, Center One Ambulatory & Surgery Center and nearly 600 employed primary care physicians and specialists throughout the Philadelphia and Montgomery County communities in Einstein Neighborhood Healthcare, Fornance Physician Services, Inc., and Einstein Professional Practices Inc. The network continues to grow and expand its breadth and depth of services: in 2011, Montgomery Healthcare System joined Einstein and construction of a new, greenfield, regional medical center in Central Montgomery County is underway with an opening date slated for Fall of 2012.

In preparation for this new facility and enhanced regional healthcare presence, Einstein is in the quiet phase of a \$100 million integrated capital campaign. To meet this goal, AEHN is focused on expanding and diversifying its philanthropic support and, to that end, seeks an experienced fundraising leader to serve as Vice President of Development.

The Vice President, in collaboration with Einstein's Board and senior leaders, will have primary responsibility for expanding philanthropic revenue, identifying new constituencies, and furthering the culture of philanthropy across the new, integrated network. Reporting to the President & CEO, the Vice President will have significant leadership responsibility and a critical role in decisions affecting organizational fundraising strategy. To best align resources to meet the ambitious funding goals, the Vice President will create and execute long-term, comprehensive, network-wide fundraising strategies while leading a cohesive development team of professionals.

As the chief development officer, the Vice President will focus on the cultivation, solicitation, and stewardship of major gift prospects and government fundraising opportunities. S/he will strategically identify and engage pipelines of new prospects (including grateful patients, friends, foundations, and corporations) for the network and its entities. S/he will collaborate with Einstein leaders, Boards of Trustees and Overseers, physicians, staff, and volunteers on diverse fundraising initiatives, providing meaningful and valuable engagement opportunities and effective support.

The ideal candidate will bring a solid track record of increasing philanthropic revenue, purposefully expanding and diversifying a constituency base, and successfully identifying, cultivating, soliciting, and stewarding major gifts. This individual will have experience in structuring and executing a capital campaign and will possess a proactive approach to fundraising and the demonstrated ability to engage constituents in an atmosphere charged with enthusiasm and energy for institutional goals, ideally within a multi-unit healthcare system and/or institution, academic medical center, and/or research-intensive institution of higher education.



The successful candidate will have the stature and proven ability to develop productive relationships with volunteers and medical leaders and/or faculty. The Vice President will have excellent communication skills and the intellectual curiosity and capacity to elicit and quickly grasp medical and scientific concepts, and synthesize this information into an articulate and compelling case for support. Leading through example, the Vice President will ensure best fundraising practices and will contribute to the Einstein culture in which dedication to excellence, collaboration, and mutual respect are guiding principles. Moreover, he or she will have the proven ability to creatively engage and motivate volunteers, donors, and prospects, and inspire confidence and action with internal and external constituencies.

Einstein has retained Freeman Philanthropic Services, LLC (FPS) to partner on this executive recruitment.

ALBERT EINSTEIN HEALTHCARE NETWORK

Albert Einstein Healthcare Network has earned its reputation for quality, excellence, leadership and innovation through more than 145 years of service to the community and a mission to heal by providing exceptionally intelligent and responsive care for as many as it can reach throughout the Philadelphia and immediately surrounding communities. In the fiscal year ending June 30, 2010, the network's total operating revenues were \$881.3 million and total net assets exceeded \$429 million.

AEHN LOCATIONS

[Albert Einstein Medical Center](#) is a 772-bed tertiary-care teaching hospital located in North Philadelphia (*pictured above*), which offers a broad range of services, specializing in behavioral health, geriatric care, heart care, kidney and pancreas disease and transplants, liver disease and transplants, neurosurgery, orthopaedics, and women's and children's services. The hospital has an accredited Level I Regional Resource Trauma Center and one of the largest, busiest emergency departments in Philadelphia. On average, the medical center handles more than 85,000 Emergency Department visits each year, and more than 12,000 are treated in the trauma center.



[Einstein Center One](#) (*pictured right*) is located in Northeast Philadelphia and offers easy access to primary care and specialty physicians for people living in Northeast Philadelphia and Lower Bucks and Montgomery Counties. Housing primary care and specialty care physician offices and an ambulatory surgery center, Center One offers services that include oncology, diagnostic radiology, nuclear radiology, cardiology, gastroenterology, urology, obstetrics/gynecology, ophthalmology, orthopaedics, psychiatry and dentistry.

[MossRehab](#), located at both Albert Einstein Medical Center and Einstein at Elkins Park, has repeatedly been recognized by *U.S. News & World Report* as one of the nation's best medical rehabilitation providers. Special programs include the Drucker Brain Injury Center, Stroke Center (one of the first in the nation to receive accreditation by CARF as a stroke specialty program), Amputee Center, and the MossRehab Driving School. MossRehab is also a federally designated Model System of Care for traumatic brain injury. MossRehab is the exclusive U.S. clinical trial site for a new assistive device called ReWalk. ReWalk (*pictured right*) is a motorized exoskeleton suit that enables patients with lower limb disabilities, including complete paralysis, to independently engage in ambulatory activities, including standing, walking and, in some cases, climbing stairs.



[Einstein at Elkins Park](#) is a 60-bed general acute care hospital located on a 30-acre suburban campus in Montgomery County. The hospital offers a full range of services, including a 24-hour Emergency Department. The Elkins Park location also provides a broad spectrum of inpatient and outpatient surgical services, diagnostic imaging services and general nuclear medicine and cardiology services.

[Belmont Behavioral Health](#) (*pictured below*) is an integrated system providing mental health and addictions programs for children, adolescents and adults of all ages. Services span the full continuum of care – crisis intervention, psychiatric emergencies and inpatient and outpatient treatment. Specialized services include those for children and adults with alternative lifestyles, eating disorders, addictive disorders, substance abuse, geriatric psychological and psychiatric conditions. Belmont Behavioral Health's main inpatient locations include Albert Einstein Medical Center, Belmont Center for Comprehensive Treatment and Belmont Residence at Germantown.



[Germantown Community Health Services](#) is a medical campus committed to offering high-quality primary care, specialty care, and behavioral health.. The Germantown location also has a Crisis Response Center that provides emergency psychiatric services to children and adults, and a 36-bed Long Term Structured Residence for adults with chronic behavioral health care needs. Patients can also access cardiology, ophthalmology and dentistry services.

[Willowcrest](#) is a restorative care facility located on Einstein's main campus, providing physician-directed, skilled nursing care and rehabilitation to help patients return to independence following hospitalization.

[The Victor Center for Jewish Genetic Diseases](#) opened in 2002 at Albert Einstein Healthcare Network in Philadelphia and is named for its founder Lois B. Victor, a mother who lost two daughters to a Jewish genetic disease. One in five Ashkenazi Jews is a carrier of a mutation for a Jewish genetic diseases; the Victor Centers screens for 11 Jewish genetic diseases and provides affordable, accessible genetic counseling, screening and educational programs. The Einstein model was so successful that a second center was established in 2005 at Tufts Medical Center in Boston and a third in 2007 at the University of Miami Miller School of Medicine.

[Montgomery Healthcare System](#) officially joined Albert Einstein Healthcare Network in 2011 after collaborating for over five years to develop a solid partnership. Working together, Einstein and Montgomery are enhancing the depth of healthcare services available at Montgomery Hospital Medical Center. Together, they are building southeastern Pennsylvania's first new hospital in more than a decade — a modern, technologically advanced medical "destination" that will provide comprehensive services to Montgomery County residents right in their own community. The new healthcare facility will expand local access to quality health care (see page 5 for more information about the new medical center).

RESIDENCY/ACADEMIC TRAINING

Einstein provides the largest independent academic training program in the Delaware Valley, with more than 450 residents across 27 residency and fellowship programs. These highly regarded programs provide depth and diversity in medical education and training for the next generation of physicians. Einstein offers graduate medical programs in more than 23 different medical specialties and subspecialties, including Internal medicine, radiology, psychiatry, surgery, obstetrics/gynecology, dentistry, podiatry and orthopaedic surgery, among others. Albert Einstein Medical Center is a major teaching affiliate of Jefferson Medical College; Einstein residents teach and supervise Jefferson medical students, and Einstein medical staff members hold faculty appointments at Jefferson.



RESEARCH

Einstein's leadership in clinical research dates back to 1916 with efforts to control an outbreak of infantile paralysis. Einstein's integrated approach focusing on research, quality and patient care is reflected in intensive clinical and scientific research conducted by some of the world's top medical professionals. Currently, there are 400+ active clinical trials underway throughout the Einstein network, in a wide variety of investigative areas, including AIDS/HIV, cancer, cognitive neuroscience, emergency medicine, gastroenterology, orthopaedic surgery, pain management, psychiatry and behavioral health, radiation oncology and transplantation, among others.



Albert Einstein Society (AES) was founded in 1972 to support original research projects that allow for the exploration of new ideas in the laboratory, hospital and community. It raises funds every year from physicians, employees, trustees and the community. Every dollar goes to support innovative program and research initiatives that directly benefit Einstein patients. Over the years, a number of AES programs have gone on to influence healthcare practice nationally.

AWARDS AND RECOGNITION

Below is a sample of AEHN's recent awards and recognition; please visit its [website](#) for a comprehensive listing.

- ◆ The Albert Einstein Cancer Center was selected to join the National Cancer Institute Community Cancer Centers Program.
- Albert Einstein Medical Center has the highest Overall Appropriate Care results for quality among academic medical centers in Philadelphia
- For the second consecutive year, Albert Einstein Medical Center earned the Award for Quality from the Premier healthcare alliance. It was one of only 21 hospitals (out of 3,700) to achieve the top one percent designation for quality, efficiency and process of care. Albert Einstein Healthcare Network also earned an Award for Quality from Premier and was one of only three healthcare systems in the country (out of 346) to earn the honor.
- ◆ MossRehab was one of only six hospitals nationwide to receive the American Nurses Association National Database of Nursing Quality Indicators (NDNQI) Award for Outstanding Nursing Quality.
- ◆ MossRehab was named #10 of "Americas Best Rehabilitation Hospitals" and #1 in Philadelphia by *U.S. News & World Report* (17th year listed).
- ◆ MossRehab was named a "Top Workplace" in the Philadelphia region by *The Philadelphia Inquirer* and *Philadelphia Daily News*.

- ◆ Albert Einstein Healthcare Network was named one of the Healthiest Workplaces of Greater Philadelphia by the *Philadelphia Business Journal*.
- ◆ Twenty-five of Albert Einstein Healthcare Network's physicians were recognized as "Top Doctors" on *Philadelphia* magazine's 2011 list.

LEADERSHIP

President & CEO: Barry Freedman is the President & CEO of Albert Einstein Healthcare Network. Prior to joining Einstein in 2003, Mr. Freedman served as President of The Mount Sinai Hospital in New York City. He was recently named to the Board of Directors of the Hospital & Healthsystem Association of Pennsylvania (HAP). In addition, he served as Lead Director of the Premier Board (one of the leading group purchasing organizations and performance improvement alliances in the country aimed at providing high-quality, cost-effective healthcare), a board member for the Delaware Valley Healthcare Council, and as Chairman of the Board of the Greater New York Hospital Association. Mr. Freedman obtained his M.B.A. from City University of New York/Baruch College/Mount Sinai School of Medicine and received his Bachelor of Arts degree from the University of Wisconsin.

Chairman: Richard C. Sheerr is serving his first term as the Chairman of Albert Einstein Healthcare Network's Board of Trustees and the Board of Overseers. Mr. Sheerr, of Philadelphia, is the President of The Wagman Primus Group, LP. He has been a member of Einstein's Board of Trustees since 1992, at which time he served as the Chairman of the MossRehab Board.

Boards of Trustees and Overseers: The Trustees are the governing body of the organization and the Overseers serve in an advisory and fundraising capacity. The Board members are business, community and volunteer leaders who are dedicated to the continuing excellence and growth of Albert Einstein Healthcare Network. In addition to the Chairman, the Boards are led by the Vice Chairs: Steven Berk, Esq., Jane F. Hoffer, Leonard I. Korman, and Marilyn H. Rivers; the Secretary Robert P. Krauss, Esq.; and, the Treasurer Lewis I. Gantman.

EXPANSION & ENHANCING REGIONAL HEALTHCARE

Following Einstein's strategic growth plan, the network is in the planning stages of a \$100 million integrated campaign for (1) renovations and expansion throughout the network, and the new medical center, (2) technology, research and innovation, and (3) community and health education.

For the first time in more than a decade, a new, state-of-the-art medical center is being built in Southeastern Pennsylvania. The new center (*artist rendering right*) is a natural geographic extension of the network's growing service area, and will provide access to high-quality clinical services to the growing population in the northwest suburbs of Philadelphia. Constructing began in late 2010 and the opening is slated for late 2012. The 360,000 square foot, five-floor medical center will operate as a full-service acute care hospital, and will offer 146 beds, including 96 medical/surgical beds, 22-bed intensive care unit, 20-bed obstetrical unit, and eight-bed neonatal intensive care unit. The new medical campus will also include a 75,000 square foot, two-story medical office building connected to the main medical center.



In preparation for the anticipated fundraising campaign, Einstein retained outside fundraising counsel to conduct a campaign planning and feasibility study; this study was successfully completed in late 2010. The quiet phase of the campaign launched in July 2010 and is expected to go public in 2012.

IMPORTANT RELATIONSHIPS

The Vice President of Development will report to the President & CEO, Barry Freedman, and work closely with the Development Committee, Board of Overseers (which serves in an advisory and fundraising capacity), and the Board of Trustees (the governing body of the organization). He or she will manage and mentor the Development staff of 22 professionals.

As a key member of the Einstein senior team, the Vice President will serve as the primary liaison for fundraising among network leadership and the Boards. In addition, he or she will work in close collaboration with colleagues throughout the network, including Marketing and Communications, to ensure coordinated messaging and outreach efforts.

The Vice President will work closely with the President & CEO, the Development Committee, and members of the Board of Overseers to create and implement a comprehensive fundraising plan for significantly increasing and diversifying philanthropic support. He or she will strategically engage and support network leaders, board members, physicians, volunteers, community leaders, colleagues, and staff to identify, cultivate, solicit, and steward individuals, foundations, and corporations, as appropriate. The Vice President will foster communications, maintain best practices, and engage participation from all levels in order to best position stakeholders to execute fundraising initiatives.

KEY RESPONSIBILITIES

The Vice President role represents an opportunity to craft and lead the strategic direction for expanding philanthropic revenue for AEHN. Key opportunities and challenges include:

- Design and execute comprehensive, tailored fundraising plans that are focused on diversifying and increasing philanthropic revenue from individuals (grateful patients and friends), foundations, and corporations for the network and each of the centers;
- Coordinate Government and Grant Fundraising Applications and Activities
- Lead the capital and ongoing fundraising campaigns;
- Work closely with the President & CEO, Chairman, and Development Committee to gain an understanding of Einstein's funding priorities; build strong collaborative relationships with administrative and medical leaders, colleagues, volunteers, and staff to further the culture of philanthropy throughout the network;
- Systematically identify and build relationships with new strategic sources of support for the network and its centers, including grateful patients, friends, corporations, and foundations;
- Effectively engage and support senior leadership, physicians, and volunteers in fundraising activities;
- Proactively build and maintain a portfolio of major gift prospects; devise cultivation, solicitation, and closure strategies for each prospect;
- Ensure that relationships with existing donors are broadened and deepened; promote a bond of loyalty and support between Einstein and its donors to encourage higher levels of support;
- Propose, refine, and execute current and new development initiatives, including the campaign, annual fund, events, and other activities that engage and expand the constituency base;
- Expand the planned giving program;

- Best align organizational resources to meet the fundraising strategy and goals, as well as increase the effectiveness and cohesion of the fundraising infrastructure;
- Lead the Office of Development: implement an operating framework to expand capacity and achieve historic levels of philanthropy, while maintaining best fundraising and operational practices;
- Provide professionally mature management: implement policies and practices that will ensure greater staff accountability through quantitative measurement of results – model behavior and create a culture comfortable with transparency, clearly defined goals, and objectives and reliable methods with which to measure success;
- Guided by Einstein’s mission and vision, provide inspirational and effective leadership through teamwork, collaboration, and dedication.

IDEAL EXPERIENCE & QUALITIES

Einstein seeks an experienced and visionary fundraising leader with the ability and the demonstrated track record to respond effectively to the opportunities and challenges listed above. The ideal candidate will possess the following experience and attributes:

- Fundraising vision and capacity to take AEHN to its next level of excellence, including a proven track record of creating and leading fundraising initiatives, which resulted in significant revenue growth, an expanded constituency base, and improved operations;
- Stature and experience to gain the trust and confidence of the President & CEO, Chairman, members of the Boards, administrative and medical leadership, faculty, volunteers, staff, grateful patients, friends, donors, and prospects;
- Extensive fundraising experience, including major gifts, corporate and foundation relations, planned giving, annual giving, events, and e-philanthropy;
- Facilitator with the proven ability to strategically and effectively engage and support senior leadership (including physicians, scientists, and/or faculty) in fundraising activities;
- Demonstrated record of personal solicitations from individuals, including the design and execution of the identification, cultivation, solicitation, and stewardship strategies, ideally on behalf of a multi-unit healthcare or research institution;
- Capital Campaign experience, including planning, execution, and stewardship;
- Leadership and inclusive management skills to direct a results-oriented, cohesive team, while maintaining best practices, camaraderie, and shared accountability; experience building a growing development operation through effective recruitment, motivation, mentoring, team building, and leveraging existing capacity to strengthening performance;
- Excellent communication and presentation skills (both written and oral) combined with intellectual curiosity and dexterity; the ability to solicit, understand, and synthesize complex medical/scientific information; adept at creating, articulating, and marketing compelling and strategic cases from disparate information and sources;
- Active listener, comfortable receiving creative input from many sources, and able to analyze and formulate disparate information into a well-organized plan;
- Politically savvy and emotionally mature; a skillful negotiator who is able to see all sides of an issue and prioritize and respectfully balance competing interests;

- Focused and energetic leadership that encompasses strategic vision, detailed organizational attention, and compassion;
- Strong interpersonal skills to interact with diverse colleagues, donors and prospects, resulting in excitement, shared purposed, and action;
- Team player comfortable with ambiguity as decision-processes evolve over time, and the ability to refine strategies after feedback from stakeholders;
- Flexibility and the ability to multi-task, prioritize, and execute in a fast-paced environment;
- Unquestioned integrity and sound judgment, as well as a sense of humor and perspective;
- Bachelor's degree required; advanced degree preferred.

COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience.

FREEMAN PHILANTHROPIC SERVICES, LLC (FPS)

Freeman Philanthropic Services, LLC (FPS) is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse organizations. Please visit our [website](#) and [Linked In](#) page for more information about this recruitment and our work.

APPLICATIONS & NOMINATIONS

Confidential inquiries, applications, and nominations should be sent via e-mail to FPS at AEHN@glfreeman.com. All applications must include (1) an up-to-date resume and (2) a formal letter of interest expressing the specific experiences that best prepare the applicant for this role and why this opportunity is a logical continuation of her/his career.

Albert Einstein Healthcare Network selects employees on the basis of skill, knowledge, values and experience. The network seeks diversity on the basis of national origin, race, color, religion, gender, sexual orientation, ancestry, age and disability.