

PALOMAR POMERADO HEALTH

www.pph.org
www.pphfoundation.org
San Diego, CA

CHIEF DEVELOPMENT OFFICER & EXECUTIVE DIRECTOR PALOMAR POMERADO HEALTH FOUNDATION

THE SEARCH

Palomar Pomerado Health (PPH), the nationally recognized health system, provides the highest quality of clinical care and comprehensive health services to California's largest hospital district, San Diego County. With the opening of its new tertiary hospital – PMC West – scheduled for 2012, the renovation and expansion of Pomerado Hospital, and redevelopment of Palomar Medical Center, PPH is fulfilling its vision to become the Healthcare System of the Future. The PPH's remarkable evolution is supported by the PPH Foundation and its ongoing, historic \$55 million campaign *Building Your Healthcare System of the Future*.

The PPH Foundation seeks a creative, experienced development professional to be the strategic leader, visionary, and architect to effectively drive the expansion and diversification of philanthropic support for PPH. The Chief Development Officer & Executive Director of the PPH Foundation must be an entrepreneurial leader who is excited by the opportunity to craft and execute new strategies to reach ambitious funding goals.

Guided by PPH's strategic priorities, the Chief Development Officer will lead the transformation of the development operation into a more inventive and prolific enterprise. He or she will construct and implement a comprehensive fundraising strategy to advance the campaign to its successful conclusion and align resources to best meet PPH's articulated goals. The Chief Development Officer will creatively identify and leverage major gifts and strategically engage the PPH President & CEO, Board members, medical and administrative leadership, physicians, staff, and volunteers on fundraising initiatives, providing meaningful and valuable engagement opportunities and effective support.

With primary responsibility to dramatically expand funding and build operational capacity, the Chief Development Officer will build and maintain a personal portfolio of prospects, while developing strategies to identify and engage a pipeline of new prospects. The successful candidate will report to the PPH President & CEO, serve as a member of PPH Executive Management Team (EMT), oversee all Foundation operations, and manage and mentor the Foundation staff. With EMT colleagues, the Chief Development Officer will build and maintain positive relationships and partnerships internally and in the community to advance PPH's goals and regional priorities.

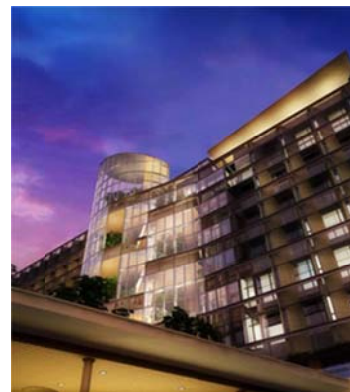
Reflecting its mission to heal, comfort, and promote health in the communities it serves, PPH is a collaborative organizational environment fostered by a committed and diverse staff. Therefore, the ideal candidate for the role of Chief Development Officer will be a collaborative, mission-driven, and innovative leader. He or she will be a proven fundraiser with a track record of increasing philanthropic revenue (from both defined and non-defined constituencies including grateful patients, friends, corporations, and foundations that were not previously affiliated with the institution), ideally for a healthcare system or multi-unit healthcare institution. He or she will have an established record of executive leadership (including strategic and campaign planning, operational oversight, and community relations), and the stature and interpersonal ability to engage internal and external constituents in a manner that generates excitement, shared purpose, and meaningful action. A dynamic facilitator, the selected candidate will possess a sincere interest in and excitement for PPH's vision to build the healthcare system of the future, and – consequently – the communication skills to compellingly translate PPH's goals and programs to diverse audiences.

PPH has retained [Freeman Philanthropic Services, LLC](#) to assist on this executive recruitment.

PALOMAR POMERADO HEALTH

Palomar Pomerado Health (PPH) is a Magnet®-Recognized Public Health System in North San Diego with two hospitals – Palomar Medical Center in Escondido and Pomerado Hospital in Poway – and a third Palomar Medical Center – West (opening in 2012), affiliated medical groups, skilled nursing facilities and PPH expresscare health centers. PPH provides medical services in virtually all fields of medicine, including primary care, heart care, emergency services, trauma, cancer, orthopaedics, women’s health, rehabilitation, robotic surgery, stereotactic radiosurgery and bariatric surgery, to the largest hospital district in California (850 square miles).

- **Palomar Medical Center:** As PPH’s founding hospital, [Palomar Medical](#) in Escondido, first opened its doors in 1950 as Palomar Memorial Hospital with 37 beds. Today, this 319-bed facility provides comprehensive care to more than 22,000 inpatients each year. From responding rapidly to major traumas to welcoming new additions to your family, this acute care hospital is ready with the professional expertise and medical technology you deserve. Palomar provides North County’s only designated trauma center along with a 24-hour Emergency Department.
- **Pomerado Hospital:** In the beautiful Poway valley, on the northern outskirts of the city of San Diego, is the [Pomerado Hospital](#) campus. Pomerado is a 107-bed acute care facility which features the adjacent 129-bed Villa Pomerado Convalescent Care Center.
- **Palomar Medical Center – West:** “The Hospital of the Future” is scheduled to open in 2012. Please see the next section (*Healthcare System of the Future*) for more information.
- **Palomar Continuing Care Center:** This 96-bed skilled nursing facility provides long term care for a variety of adult patients requiring these sustained services. Affiliated with Palomar Medical Center, this facility also provides supportive rehabilitation services designed to improve function and ability to the highest possible level.
- **Villa Pomerado:** Villa Pomerado is a top quality convalescent care center located adjacent to Pomerado Hospital. This 129-bed skilled nursing facility offers long term care, rehabilitation, respite and hospice care in a comfortable, home-like atmosphere.
- **Escondido Surgery Center:** The Center’s mission is to provide the community with the specialized services of our facility, highly effective endoscopy, ambulatory surgery and pain management.
- **PPH in San Marcos:** PPH services include Rehabilitation Services, Wound Care Center, Diabetes Health, and Corporate Health Services.
- **PPH expresscare Health Centers:** PPH expresscare are walk-in health centers located within select Albertsons/Sav-On Pharmacy stores in North San Diego County.



PPH is recognized for clinical excellence in cardiac care, women’s services, cancer, orthopedics, trauma, rehabilitation and behavioral health services. Recent [awards](#) include:

- Top Healthcare District in the State
- 2009 First Public Health District in California to Achieve Magnet® Recognition
- 2008 Top 100 Places to Work in Healthcare
- 2008 Premier Award for Quality
- 2007 Compass Award Winner

Please visit [PPH’s website](#) to learn more about its facilities, services, and specialties.

HEALTHCARE SYSTEM OF THE FUTURE

The PPH Foundation is spearheading the largest fundraising effort in its history by raising \$55 million with the *Building Your Healthcare System of the Future* capital campaign, which bolsters the medical care and capabilities offered by PPH district wide.

Capital Campaign Plan and Goals

In the fall of 2004, North County voters approved Proposition BB funding for the expansion of PPH facilities. Since then, planning has concentrated on assuring that the new healthcare facilities enhance patient care through innovative design and technology. *The Building Your Healthcare System of the Future* capital campaign grew from these plans with a goal to raise \$55 million in private philanthropy from caring individuals, businesses, foundations, employees, medical staff members and organizations.

A key piece of the campaign's fundraising focus is the new hospital – PMC West – scheduled to open in 2012. Aptly referred to as the "[Hospital of the Future](#)," PMC West features a state-of-the-art design that integrates innovative technology with a comforting, healing environment made to support the finest patient-centered care.



The 360-bed hospital centrally located in Escondido, showcases an award-winning design that promotes health and healing in a patient-centric care environment, such as private patient rooms that include an area for family and loved ones for overnight stays and natural light that permeates throughout the hospital with balconies and terraces that provide access to fresh air and gardens on every floor. The hospital will also provide expanded services, such as: cardiovascular, surgical, trauma and emergency.



The campaign also supports the renovation and expansion of Pomerado Hospital in Poway, and redevelopment of Palomar Medical Center in downtown Escondido into a modern medical complex with inpatient and outpatient services. Plans also call for outpatient centers in Rancho Peñasquitos and Ramona, expanded outpatient services in San Marcos and Valley Center, as well as the development of a new rehabilitation hospital in conjunction with the Kindred Corp.

LEADERSHIP

PPH President & CEO: Michael H. Covert, F.A.C.H.E., came to PPH as President and Chief Executive Officer in January 2003, bringing with him a reputation for exceptional leadership, and more than 36 years of experience in healthcare administration. Mr. Covert's previous positions include President and CEO of Sarasota Memorial Health Care System; acting Director of the Public Health Department, Wichita, Kansas; Executive Director of the Ohio State University of Hospitals, Columbus, Ohio; Chief Operating Officer at St. Francis Regional Medical Center, Wichita, Kansas; and Senior Vice President of Physicians Corporation of America, Wichita, Kansas. More recently, Covert served as President and Chief Executive Officer of the Washington Hospital Center in Washington, D.C., one of the ten busiest hospitals in the United States and the largest in the DC/Maryland area.

Mr. Covert is past chair of the Hospital Association of San Diego and Imperial Counties, a member of the Board of California Health and Hospital Association, Chair of the VHA West Coast, and a past member of the American Hospital Association's Health Systems Council Board. He is the past regent for San Diego and Imperial Counties and the Western Florida region for the American College of Healthcare Executives (ACHE). He received a bachelor's degree in business administration and a master's degree in health administration from Washington University School of Medicine in St. Louis, Missouri and is a Fellow in the ACHE.

PPH Board of Directors: Led by Chair, Theodore E. Kleiter, the PPH Board of Directors bring diverse experience and provide unparalleled insight into the demands confronting a large health care organization. Please [click here](#) for more information about these elected leaders.

PPH Foundation Board of Directors: Chaired by Mr. John Forst, the PPH Foundation's Board of Directors are community, business, and volunteer leaders dedicated to raising support for the system. Please [click here](#) for more information about these committed volunteers.

PPH Executive Management Team: Reporting to the PPH President & CEO, the [Executive Management Team](#) (EMT) is comprised of the system's senior administration, including: the Chief Development Officer & Executive Director, PPH Foundation; Chief Administrative Officer, PMC; Chief Clinical Outreach Officer; Chief Medical Quality Officer; Chief Marketing Officer; Chief Officer Senior Care & Support Services; Chief Financial Officer; Chief Medical Informatics Officer; Chief Quality Officer; General Counsel; Chief Nurse Executive; Chief Administrative Officer, Pomerado Hospital; Chief Information Officer; and, Chief Human Resources Officer.

IMPORTANT RELATIONSHIPS

The Chief Development Officer will report directly to the PPH President & CEO, and also be accountable to the Chair of the Foundation Board of Directors. As an ex-officio member and secretary, the selected candidate will serve as the primary support and liaison to the Foundation Board. Leading through example and by providing mentoring and professional development opportunities, he or she will effectively manage the Foundation staff of 12.

The Chief Development Officer will serve as the senior leader of the Foundation and a member of PPH's Executive Management Team (EMT). He or she will partner with EMT colleagues, including the Chief Marketing and Communications Officer, to advance PPH philanthropic priorities. He or she will strategically engage and support the PPH President & CEO, Board members, medical and administrative leadership, physicians, staff, and volunteers on fundraising initiatives, as appropriate.

KEY RESPONSIBILITIES

The Chief Development Officer will direct and lead the PPH Foundation's efforts to advance philanthropy, community understanding, and goodwill for the programs and priorities of PPH. Key responsibilities include:

Lead the Foundation

- Work closely with the PPH President & CEO and colleagues to gain a deep understanding of PPH's culture, community, and campaign and funding priorities; and build strong collaborative relationships with administrative and medical leaders, colleagues, volunteers, and staff;
- Develop and maintain open, honest, and mutually-beneficial relationships and communications with leadership, colleagues, and physicians in a manner consistent with PPH's culture;
- Guided by PPH's priorities and vision for the future, provide inspirational and effective fundraising leadership through teamwork, collaboration, and dedication;
- In conjunction with the PPH President & CEO and the Chair of the Foundation Board, develop and implement a strategic plan for the Foundation;
- Actively elicit and understand emerging funding needs across PPH and prioritize those against existing campaign priorities;
- Working closely with the Office of Marketing and Communications, lead the strategic communications and messaging efforts for the Foundation, ensuring alignment with PPH's system-wide messaging;
- Serve as an active and contributing EMT member and effectively collaborate with colleagues;

Fundraising

- Lead the \$55 million campaign to its successful and historic conclusion;
- Serve as PPH's chief development officer and key representative to the philanthropic community;

- Create and execute a comprehensive fundraising plan that increases and diversifies philanthropic revenue from individuals, foundations, and corporations;
- Proactively build and maintain a personal portfolio of prospects;
- Effectively engage and support the PPH President & CEO, members of the Foundation Board, leadership, physicians, and volunteers in fundraising activities, as appropriate;
- Systematically identify and build relationships with new sources of support;
- Develop and implement strategies to broaden and deepen relationships with existing donors; promote a bond of loyalty and support between PPH and its donors to encourage higher levels of support;

Operations

- Actively mentor, empower, and manage the Foundation's staff;
- Create a work environment which encourages participation in order to promote retention, productivity, and a quality, customer-oriented staff; and, utilizes clearly defined goals, objectives, and methods with which to measure success;
- Align organizational resources to best meet PPH's strategy and goals, as well as increase the effectiveness and cohesion of the fundraising infrastructure;
- Plan, implement, monitor and control the Foundation's operational budget to ensure sound fiscal management consistent with the goals of PPH;
- Ensure best fundraising and operational practices, make certain that Foundation policies and practices comply with all local, state and federal laws, regulatory requirements, PPH policy and donor instructions; and, oversee systems for proper and transparent recording of gifts to ensure accountability and timely stewardship;

Governance

- Support the Foundation Board and its committees by providing guidance and leadership through planning, board member recruitment/selection, education and development, as needed;
- Submit regular, transparent reports to the Foundation Board and its committees on the overall activities of the Foundation;
- Serve as an ex-officio member and Secretary of the Foundation Board of Directors, and attend all meetings of the Foundation Board and its committees.

IDEAL EXPERIENCE & QUALITIES

PPH seeks an experienced and innovative 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:

Leadership Experience

- Proven fundraising leadership and experience managing the daily operations of a foundation (or commensurate division) within a multi-unit healthcare system or academic medical center setting;
- Demonstrated success in strategic planning and implementation of tactics to achieve goals, along with the success in managing the work efforts of others;
- Ability to recruit, retain and engage board members, to achieve the strategic and tactical goals of the Foundation;
- Ability to engage diverse constituents in a manner that generates excitement, shared purpose, and meaningful action;
- Experience serving as a spokesperson to various constituencies;
- 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;

Fundraising Experience

- Track record of fundraising leadership, which resulted in significant revenue growth, an expanded constituency base, and improved operations;
- Comprehensive fundraising experience, with an emphasis on major giving, but also including corporate and foundation relations, annual giving, planned giving, and special events;
- Campaign planning and execution experience;
- Proven ability to close gifts: a demonstrated record of solicitations from individuals (including grateful patients), including the design and execution of the identification, cultivation, solicitation, and stewardship strategies;
- Ability to make the case: excellent communication skills (both written and oral), intellectual curiosity and dexterity, and the ability to elicit and translate various priorities – from complex medical/scientific information to community needs – into compelling cases for support;
- Acumen to strategically and effectively engage and support senior leadership (including physicians, scientists, and/or faculty) in fundraising activities;

Management Experience

- Inspirational and effective management skill to mentor and motivate staff, leverage existing capacity, delegate appropriately, and strengthen performance while maintaining best practices, camaraderie, shared accountability, and an entrepreneurial approach to fundraising;
- Ability to lead a professional team through the planning process and execution of successful fundraising efforts and campaigns;

Interpersonal Traits

- Stature and professional acumen to garner the confidence of PPH administrative and medical leadership, board members, physicians, volunteers, staff, grateful patients, friends, community members, donors, and prospects;
- A natural leader that gains this quality through personal character, integrity, intelligence, fairness, decisiveness, and evidence of a strong work ethic;
- Sincere commitment to the mission of the PPH Foundation and the work of PPH;
- Demonstrated teambuilding skills that translate to the maintenance of good working relationships with colleagues, donors, volunteers, physicians, staff, and community leaders;
- Focused energy, patience, and agility to adapt to changing priorities;
- Creative manner of approaching issues and devising sound solutions based on good judgment and collaboration;

Educational Requirement

- Bachelor's Degree required, an advanced degree preferred.

COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. Relocation assistance is available for the selected candidate.

Modern Healthcare named PPH “one of the top 100 best places to work in healthcare” and The Employer Group named PPH “one of California’s best places to work”.

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 institutions. Please visit FPS' [website](#) for more information about this opportunity.

APPLICATIONS & NOMINATIONS

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at PPH@glfreeman.com. All applications must include (1) an up-to-date resume, and (2) a formal letter of interest (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career.

PPH is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.