

Position Specification



Chief Executive Officer

New England Neurological Associates, PC

Lawrence, MA

Position Specification

March, 2017

The Opportunity

This is an opportunity to lead a well-respected, highly successful multi-disciplinary neuroscience practice that includes seven Merrimack Valley locations in northeastern Massachusetts and southern New Hampshire. Founded in 1969, New England Neurological Associates (NENA) is an independent, for-profit organization that provides a wide range of sophisticated surgical and non-surgical services to Merrimack Valley residents. Well run for many years, NENA seeks a CEO to provide strategic and operational leadership in a rapidly changing health care environment.

The Organization

New England Neurological Associates, P.C. is a multi-disciplinary neuroscience practice which includes neurosurgery, neurology, spine surgery, pediatric neurology, physical medicine, rheumatology, rehabilitation, pain medicine, neuro-behavioral medicine, and diagnostic testing. NENA's service area includes southern New Hampshire, eastern Massachusetts, and southern Maine. Well known for clinical excellence, NENA has over 35 providers and has demonstrated steady growth over the years.

As one of the largest private neuroscience medical practices in the eastern United States, NENA's vision is to be a model of excellence and innovation. NENA will continue to pursue attractive growth opportunities that maintain and enhance this vision. Clinically progressive and committed to the use of advanced technologies, NENA offers a tertiary level of care to patients in a community setting.

NENA is distinguished by its trusting, warm, and familial environment. Many of its physicians and employees have been with the organization for many years, and the current CEO will be retiring. NENA is a well-run organization with strong financial discipline and controls, and excellent leadership/management. For more information see www.NENeuro.com.

The Position

Reporting to the Board of Directors, the next CEO of NENA will lead a dynamic and highly successful organization. S/he will bring a broad perspective and familiarity with the industry to help the organization navigate the changing healthcare landscape in the competitive and complex Merrimack Valley.

The position offers a great deal of autonomy in directing all aspects of the organization: clinical, financial, strategic and operational, as well as physical infrastructure. The new CEO will guide NENA to the next level, effectively leading transformation while avoiding adverse disruption. Among the important areas, the new CEO must address:

- Leading development and execution of an organization-wide strategic plan that will enable NENA to remain independent and successful in the dynamic and increasingly complex health care environment.
- Maintaining the warm, trusting, familial culture as NENA grows and increases in complexity.
- Developing marketing and branding strategies to succeed in an increasingly competitive environment.
- Recruiting and retaining highly skilled physicians and other clinicians in order to meet the demands of the community.

The Candidate

The right candidate will have capably directed the operations of a mid-sized, multi-location medical practice. Experience in an independent, free-standing, for-profit practice is valuable. Bachelor's degree is required, graduate education is preferred. He or she should be familiar with the issues in managing an enterprise-wide EMR, and understand the regulatory factors affecting private physician practices. An understanding of population health and the shift to alternative payment models is important.

NENA's future CEO must be able to seamlessly transition from the big-picture, strategic level to the hands-on, day-to-day, ground level—and be a credible, well respected presence in both domains. S/he must thrive in a highly visible role (internally and externally), and enjoy being the public “face” of the organization. The next CEO must show empathy, diplomacy, good judgment, and discretion. S/he must be skilled at:

- Understanding how national and regional changes in healthcare delivery alter what is needed to remain successful.
- Maintaining the high quality standards for which NENA is renowned.
- Development of tools to measure and report on quality meaningful to payors and referring providers.
- Communicating goals effectively across the organization.
- Implementing process improvement in the delivery of services in a specialty practice.
- Developing effective working relationships with employees, providers, payors, vendors, patients and stakeholders in the community.
- Forging and maintaining collegial relationships with referral sources.
- Organization-wide policy making and monitoring of compliance with such policies.
- Organizing work, delegating assignments, and achieving organizational goals and objectives.
- Analyzing situations accurately and taking effective action.
- Dealing effectively with conflict.
- Managing change within a complex private practice environment.
- Establishing priorities and meeting deadlines.
- Preparing and analyzing comprehensive data and reports for the Board of Directors.
- Assuming and exercising leadership with providers, clinical, and administrative staff.
- Guiding problem solving processes.

Important personal characteristics include honesty and high integrity, strong work ethic, initiative, and a high level of accountability. Adaptability and flexibility, open-mindedness, discretion and good judgment are important for success in the role.

Critical Success Factors

Success of the new CEO in the first year will be demonstrated by:

- Successfully managing the transition caused by the retirement of the current CEO.
- Development of a strategic vision and plan for the coming years.
- Continued smooth operation and increased revenue/profitability.
- Growth in overall business and in recruiting medical staff.
- Perpetuation of NENA's trusting, collegial, familial environment.

The Location

Headquartered in the Merrimack Valley, Massachusetts, NENA is located in multiple attractive communities 30 to 45 minutes north of Boston. This location provides easy access to New Hampshire and its lakes and mountains, Maine, and the seacoast. The area has a host of educational, professional, recreational, and cultural amenities.

Compensation

The Chief Executive Officer will receive a compensation package that is competitive and commensurate with the individual's qualifications and ability to contribute. Most significant is the opportunity to join a nationally-renowned organization in a critical role.

For More Information

We welcome nominations and referrals of networking sources or prospective candidates. Interested parties, please submit a resume and cover letter to NENACEO2195@ZurickDavis.com. For additional information, please contact **Priya Heatherley**, priya.heatherley@zurickdavis.com, **Lida Junghans, PhD**, lida.junghans@zurickdavis.com, or **Jeffrey Zegas** at 781-938-1975. All contact with ZurickDavis will remain confidential.