Chief Executive Officer  
Cherokee Regional Medical Center  | Cherokee, Iowa

The Opportunity
UnityPoint Health-St. Luke’s, Sioux City and Cherokee Regional Medical Center (CRMC) are seeking an energetic and authentic Chief Executive Officer who will create a culture that enables the medical center to fulfill its mission, meet short term and long term goals engage physicians and staff alike, and provide exceptional care to the patients within the region. We are seeking a candidate that is driven by the challenge to improve, has a results-oriented approach and is tempered with compassion for our patients and mission. The successful candidate will drive a culture of excellence, accountability and superb patient care; as well as realize the importance of ties to the community through relationship building and leveraging the affiliation with UnityPoint Health – Sioux City.

About Us
Cherokee Regional Medical Center (CRMC) is a progressive 25 bed rural facility designated as a critical access hospital located in Cherokee, Iowa with a service area population of 15,000. CRMC offers a full range of health care services to Cherokee and surrounding communities, through the hospital, 4 area primary care medical clinics, a community wellness center and a 32 unit independent senior living apartment facility. Organizational, annual operating revenue is approximately $25 million and the organization employs primary care physicians and mid-level providers. The CEO position is employed by UnityPoint Health-St. Luke’s, Sioux City and reports directly to the CEO of UnityPoint Health-St. Luke’s, Sioux City and the CRMC Board of Directors. CEO services are provided to CRMC via management agreement between the two organizations.

Mission
Provide quality services across the health care continuum to the Cherokee Community in a caring atmosphere while maintaining quality Medical Staff and Health Care Professionals. Employ creative leadership and planning that is responsive to our customer needs while utilizing our human, physical, and financial resources effectively and efficiently. Build and maintain partnerships to enhance health care services to the community.

The Ideal Candidate
The Chief Executive Officer (CEO) has overall accountability for producing desired results associated with the administration, direction and coordination of all hospital activities, service excellence, quality clinical outcomes and financial integrity of operations at CRMC. He/she will assure that all activities of CRMC are carried out as specified in hospital bylaws and policies established or authorized by the hospital board of trustees. This leadership position is responsible for developing and fostering positive relationships with all constituents including medical staff, employees, volunteers, external agencies, and the community. The CEO will serve as a change agent, driving, supporting and modeling a service-oriented culture focused on quality, safety and the overall patient experience. This position serves as the principal link between hospital activities and
the community, local board, and medical staff as well as a liaison between the hospital and UnityPoint Health-St. Luke’s, Sioux City.

**Essential Functions and Responsibilities**

- Apply current knowledge and understanding of regulations, industry trends, current best practices, new developments, and applicable laws for operational and financial effectiveness. Ensure regulatory compliance for all areas of responsibility. Follow all local, state, federal law and hospital policies.

- Provide leadership and direction to caregivers. Create and communicate a vision which motivates them to pursue high standards of excellence and achieving the CRMC mission to provide quality services across the health care continuum to the Cherokee Community.

- Advocate for the desired culture in high-level planning and decision making. Work in concert with Human Resources according to authorized personnel policies and procedures that conform to current laws and regulations to develop workforce strategies including caregiver engagement and workforce competency for board and/or executive committee approval on an annual basis.

- Promotes high performance expectations for the leadership team. Directs and ensures the effective identification, recruitment, development, and maintenance of talent for current and future organizational/facility needs in order to achieve goals and objectives. Sets clear expectations and holds team members accountable for producing desired outcomes. Motivates and develops team members and promotes teamwork.

- Develop, implement and manage operating and capital budgets including a three-year capital expenditure plan, demonstrating effective stewardship of resources and achieving annual goals.

- Develops and maintains positive relations with the medical staff, the community, patients, families, regulatory agencies, contractors, and other applicable parties, ensuring and fostering a high level of collaboration in order to coordinate activities, review work, exchange information, and resolve problems. Promotes collaboration between the system, hospital management, and medical staff. Serves as a liaison to the medical staff leadership and to the medical staff committees. Works with medical staff to assure the provision of facilities and services that fosters a high level of professional practice and responsiveness to the needs of the community, including high quality patient health care and desired medical management outcomes.

- Collaborate with leaders and providers to formulate strategies and/or initiatives, to advance clinical quality and operational excellence to achieve best practice in patient satisfaction, patient safety, clinical outcomes, operational alignment, caregiver engagement, financial value and provider satisfaction.

- Participate in the strategic and long range planning of the organization. Provide leadership in determining clinical and organizational goals and develops processes to achieve these goals.

- Maintains a service excellence and healing culture with high expectations established for positive patient experiences. This culture should create an environment that results in high employee retention and high employee satisfaction. This service excellence culture includes ongoing and meaningful communication with employees to ensure that all staff members are well informed and recognized appropriately.

- Assist in enabling the Board to fulfill its governance function as required to fulfill Medicare Conditions of Participation and Iowa hospital licensure regulations;
Active collaboration with UnityPoint Health to enhance and support continued growth of the relationship with UnityPoint Health and its affiliates in the hospital and the community.

Undertaking other assignments as directed by UnityPoint Health-Sioux City, CEO or the Board, which furthers the mission of Hospital, including coordination of the relationship between Hospital and UnityPoint Health-Sioux City.

About Cherokee, Iowa
Cherokee is your place to be... for a day, a weekend or a lifetime. Cherokee sits in the beautiful Little Sioux River Valley in Northwest Iowa. Located at the junction of U.S. Hwy 59 and State Hwy. 3, about 60 miles northeast of Sioux City, IA. The Little Sioux River winds through town and provides an excellent recreational source for fishing and canoeing as well as a backdrop to a beautiful park system.

About Siouxland
The tri-state region known as "Siouxland" is home to more than 140,000 residents and includes Sioux City, Iowa and surrounding towns in Iowa, Nebraska and South Dakota—all located within minutes of one another.

Siouxland is home to three hospitals: UnityPoint Health – St. Luke's, Mercy Medical Center and the Siouxland Surgery Center. With over 300 physicians and specialists, the area is diverse in community health services including a community mental health center, regional cancer treatment center and hospice program.

In addition, Sioux City offers northwestern Iowa's only family medicine residency program, established in cooperation with St. Luke's and Mercy and community physicians.

Twice named an All-America City by the National Civic League, Sioux City offers an impressive array of options for primary, secondary, post-secondary and continuing education. From world-class displays in the city's modern Art Center to a beautiful night of music downtown in the Orpheum Theater to countless parks, historic landmarks and semi-professional sports, the Siouxland community is truly a great place to call home.

About UPH
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 9 regions, UnityPoint Health provides care throughout Iowa, Illinois, and South Central Wisconsin. UnityPoint Health entities employ more than 28,000 employees, 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 $3.7 billion, UnityPoint Health is the nation's thirteenth-largest non-profit health system and the fourth-largest non-denominational health system.
Vision
Best outcome for every patient every time.

Desired Qualifications/Education:
- Master’s Degree in Hospital Administration (MHA), Business Administration (MBA), or other health-related Master’s degree preferred. Bachelor’s degree in an appropriate discipline required.
- A minimum of 5 years’ experience at the CEO, COO or VP level (or equivalent) in the healthcare industry is required.
- Knowledge of strategic development, planning, marketing, financing and delivery of health care services
- Physician recruitment and relations skills are required.
- Community and board relations skills are required.
- Leadership skills and a hands-on visible approach to staff management and interaction are required.
- Financial acumen and operations management expertise are required.

Interested Candidates
For more information about the position or to submit your application for candidacy please contact:

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