



ANNOUNCEMENT OF PROFESSIONAL OPPORTUNITY

EXECUTIVE DIRECTOR

OVERVIEW

The Board of Directors of the Coastal Health Alliance is actively seeking a resourceful and visionary executive leader. This new leader is expected to have the capacity to assess new opportunities, implement change, and to carefully manage our resources in order to build long term sustainability. In partnership with Board and staff, the new Executive Director will carry forward and build on the nearly thirty-year legacy of Coastal Health Alliance in providing affordable health care to all members of the community, to cooperate in the coordination of community health services and facilities and provide bilingual health education and preventive care.

ABOUT COASTAL HEALTH ALLIANCE

The Coastal Health Alliance (CHA) grew out of a small private practice that was founded in Point Reyes Station in 1981 by Dr. Mike Witte, who is still the Medical Director. From the beginning, the organization's mission has been to provide quality comprehensive primary health care services to all. CHA became a non-profit in 1989 and a Federally Qualified Health Center in 2001. With only one small private practice in West Marin, CHA is effectively the main health care infrastructure for West Marin. Consequently, CHA is and should continue to be viewed as the appropriate medical home for all members of the community regardless of income or ethnic origin. CHA operates three sites: the main clinic in Point Reyes Station, a new clinic in Bolinas opened in 2007, and a smaller clinic in Stinson Beach. The administrative offices are in a separate building in Point Reyes Station, about two blocks from the clinical facility. About 75% of patient volume is in Point Reyes Station. CHA's annual budget is approximately \$3.4 million. There is a total staff of 35 FTEs that includes 4 physicians and 4 mid-level FTEs. For more information, visit www.coastalhealth.net.

POSITION SUMMARY

The Executive Director is responsible for the overall management and operation of the Coastal Health Alliance while protecting the organization's financial assets and ensuring compliance with board directives and applicable grantor, federal and state requirements. The incumbent provides leadership and direction on all aspects of CHA activities to ensure accomplishment of its mission, vision, core values and strategic initiatives. S/he is responsible for evaluating the cost and effectiveness of programs and services and for assessing the viability of new opportunities to expand services. The Executive Director is also responsible for representing CHA in the community, with donors and funders, government agencies, the media and other organizations. The Executive Director has 4 direct reports: the Medical Director, Director of Clinical Operations, the Chief Financial Officer and the Administrative Assistant.

THE IDEAL CANDIDATE PROFILE

The new Executive Director is a proven leader and skilled administrator with a decisive, yet collaborative style. S/he will be skilled in managing change in a team environment that includes staff, Board Members and the community as key stakeholders. The ideal candidate is an effective leader that is thoughtful and listens well; that is innovative and willing to take reasonable risk; that inspires respect and trust; that is results oriented and assures accountability to CHA goals and objectives; and that provides strong leadership for the Board of Directors. In addition, the selected candidate should be an expert problem solver in a team environment; should be able to manage change through clarity and collaboration; should be fully committed to managing for results that are clearly aligned with CHA's strategic objectives; should provide clear guidance and direction on all financial issues; and should be able to forge sustainable and productive relationships with peer organizations, government entities, foundations, donors and the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES

QUALITY HEALTHCARE SERVICES

- In concert with the Medical Director, monitors adequacy of CHA's medical services, programs, policies and procedures to assure outstanding healthcare services;
- Monitors and responds to healthcare priorities of the community by conducting frequent assessments of client and community satisfaction with CHA;
- Assures that annual satisfaction surveys are distributed to current and potential patients; analyzes survey results and discusses with Board;
- Works with Chief Medical Officer and Director of Clinical Operations to assure quality improvement activities (clinical and non-clinical).

HUMAN RESOURCES

- Takes leadership in creating a positive staff environment that is aligned with the Coastal Health Alliance mission, vision, and values;
- Ensures accountability by fostering an organization that supports teamwork, customer service, responsive communication and cost-effective decision-making at all levels.
- Facilitates opportunities for professional development for all staff;
- Evaluates and revises, as needed, personnel policies in concert with the Board of Directors;
- Works with the management team to ensure the timely recruitment of employee candidates for job openings;
- Approves notices for vacant positions, determine salary levels based on budgetary parameters and approve the hiring of all new employees;
- In concert with the management team, conducts and/or reviews the results of a mandatory annual evaluation for all staff members;
- Participates in hiring, firing and grievance procedures;
- Periodically reviews salary ranges for all clinic positions and makes recommendations to the Board Finance and Personnel Committees for salary and benefit package changes that are financially sustainable and competitive.

FISCAL MANAGEMENT

- Assures sound and sustainable fiscal operation of CHA including timely, accurate and comprehensive development of an annual budget;
- Manages the budget's implementation and for unforeseen but necessary adjustments;
- Provides timely and accurate reporting of key financial indicators and trends to the Board;
- Ensures timely completion of applications and reports (including state and federal licensing and grant renewals) necessary for sustained operational support;
- Researches the feasibility of developing new or expanded clinical services;
- Develops fee schedules and annually monitor the cost effectiveness and operational efficiencies of all services and programs.

BOARD RELATIONS

- Provides leadership in upholding board governance and responsibilities and serves as liaison between Board and Staff;
- Provides leadership to the Board to develop vision and strategic plans;
- Assists in strengthening the Board's role in effective governance through Board orientation and development programs;
- Continually informs the Board and staff of key issues impacting CHA, its clients and the community;
- Monitors, measures, and communicates to the Board the effectiveness of CHA's performance;
- Assures effective staff implementation of Board policies and goals.

FUNDRAISING

- Works with Board Development and Finance Committee to develop annual fundraising plan and goals to help meet CHA's annual budget;
- Works with the Board and designated staff to plan annual fund appeals, special events and the cultivation of individual CHA donors;
- Actively seeks new opportunities for grant funding;
- Writes and/or facilitates grant applications;
- Ensures compliance with grant commitments, including timely submission of progress reports;
- Develops collaborative relationships with funders, other voluntary organizations, government agencies, donors and individuals in the community who can assist in fundraising efforts.

COMPLIANCE

- Ensures compliance with all applicable state and federal laws, rules and regulations governing FQHCs by establishing policies and procedures as needed;
- Continually monitors CHA's service delivery and initiates changes as required;
- Ensures compliance with commitments made in grants and contracts;
- Works with Board Finance Committee to ensure compliance with IRS regulations and requirements including putting into place all Board approved policies required by Form 990 and timely filing of annual federal and state informational returns.

COMMUNITY RELATIONS

- Continuously promotes and encourages quality health care for West Marin's diverse communities through effective communications and public relations;
- Develops and maintains cooperative relationships through personal contact and media outreach to individuals and community organizations;
- Promotes public awareness and support for CHA, including staff credentials, professional qualifications, and all services provided at the 3 clinics, through community outreach, meetings and collaboration with organizations/alliances whose focus is community health;
- Insures healthy online presence for CHA including development and maintenance of current, informative, and robust web site;
- Participates in local networks such as RCHC and county, regional and state organizations that promote access to healthcare, to facilitate new programs (if economically feasible) and to enhance service delivery to the community.

REQUIRED QUALIFICATIONS

- A minimum of 5 years of previous executive leadership experience including supervisory and management experience in outpatient clinics or community health centers;
- Knowledge of healthcare delivery systems, program development and health-related programs targeted to the community;
- Proven experience working successfully with a nonprofit Board of Directors;
- Excellent written, oral, and interpersonal communication skills;
- Substantial experience in maintaining the financial viability of a community-based nonprofit of comparable size and budget;
- A strong track record of developing productive relationships with key government officials;
- MHA, or MBA, or MS in Health Administration or Business Administration;
- Knowledge of computer programs and applications;
- Experience in community collaboration;

- Successful track record of writing/facilitating/securing grants to federal, state, local and private entities;
- Experience in grants administration.

DESIRED QUALIFICATIONS

- FQHC experience;
- Bilingual Spanish/English;
- Experience with the implementation and utilization of electronic practice management systems;
- Experience with 340B applications and compliance;
- Continuing Education in Health Care Management.

COMPENSATION

The Coastal Health Alliance is offering a competitive salary in the range of \$110,000 to \$140,000 based on the selected candidate's experience and qualifications along with a benefits package.

APPLICATION PROCESS

Executive Transitions, a program of CompassPoint Nonprofit Services, has been retained by Coastal Health Alliance to conduct the candidate search. Applicants should send their resumes and cover letters describing their qualifications and interest in the position to CHA.EDsearch@compasspoint.org by June 1, 2010. Please reference "CHA ED Search" in the subject line. Resumes without cover letters will not be considered.

Final hiring decision anticipated in early July for a start date by September, 2010.

Coastal Health Alliance is an equal opportunity employer and does not discriminate on the basis of race, age, religion, gender, sexual orientation or political orientation.