

# BON SECOURS MERCY HEALTH

Director Clinical Operations Marketing  
Cincinnati, OH

## About Bon Secours Mercy Health

On September 1, 2018 Bon Secours Health System and Mercy Health combined to become the United States' fifth largest Catholic health care ministry and one of the nation's 20 largest health care systems.

Bon Secours Mercy Health's Catholic health care heritage is directly linked to women religious who, in the eighteenth and nineteenth centuries, began ministries dedicated to serving people who are poor, underserved and dying.

Our hospitals, care sites and clinicians are recognized for clinical and operational excellence. By utilizing robust measurement and reporting processes, we hold ourselves accountable for enhancing care and improving outcomes for our patients, residents and clients. We are continually striving to drive health care quality while reducing costs and in addressing health care issues facing entire communities.

- Not-for-profit Catholic health system sponsored by Bon Secours Mercy Ministries
- Provides almost \$2 million each day in community benefit
- 48 hospitals across 7 states and Ireland
- 60,000 associates including 2,100 physicians in the US and 450 consultants in Ireland

## Position Summary

[Bon Secours Mercy Health](#) (BSM Health) has retained [Summit Talent Group](#) to conduct a national search for the position of Director Clinical Operations Marketing (Director).

The position is focused on delivering marketing communications programs for the physician organization (9,000 total providers inclusive of 2,300 employed providers). Working at the system level, the Director leads communication campaigns, general branding to consumers and 'talking directly' to patients & families. The incumbent plays a visible and integral role supporting value-based health initiatives, connecting consumers to BSM Health, and delivering strategic messaging to nurses & providers (recruitment, retention, engagement, well-being).

Reporting to the Vice President, Clinical Operations Marketing, the Director oversees four staff, and is responsible for leading the Clinical Operations Marketing team in implementing strategies for aligning clinical operations with multiple consumer entry points. In addition, this role functions as a key business partner to clinical and quality integration, business development initiatives, direct to physician programs, CIN providers, population health teams and managed care partners.

## Critical to Success

- Employed physician and traditional health care marketing
- Original content writing and editing
- Experience with managed care
- Meaningful growth in volumes
- Effective presentation skills to wide variety of internal and external constituencies
- Attaining leadership position(s) in targeted markets served by the ministry

## Ideal Candidate

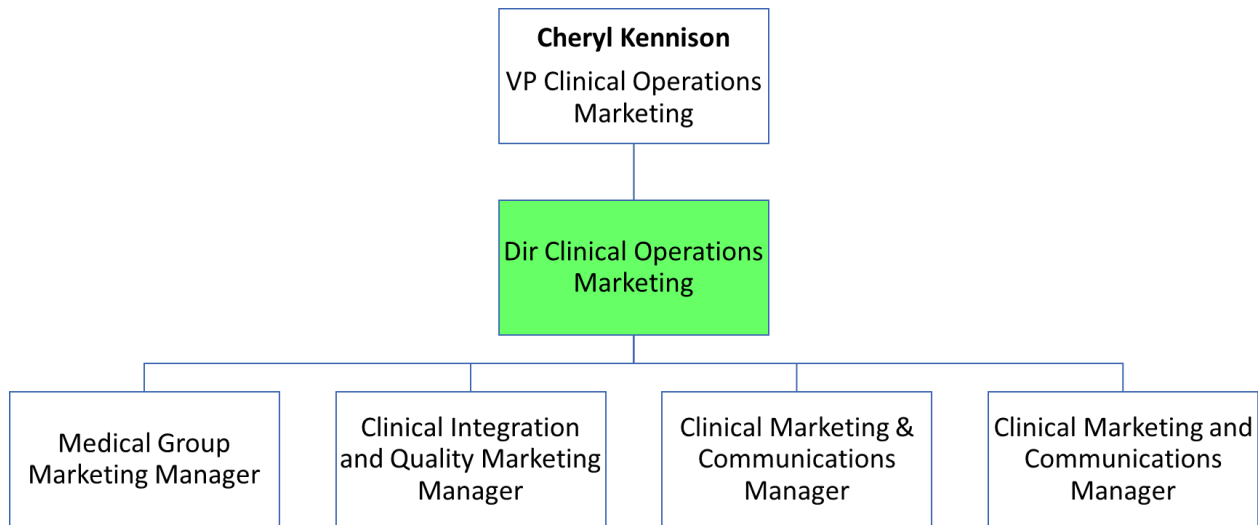
- Bachelor's Degree in marketing, communications, business
- Seven (7) years related experience; including three (3) years in a management capacity
- Financial management and provider relations experience
- Track record of accomplishment in a complex, multi-facility healthcare system

- Affinity for faith-based, mission-orientation
- Natural ability to partner with physicians
- Inherent skills in leading teams and facilitating multidisciplinary projects
- Demonstrated high level of interpersonal skills, tact & diplomacy

Duties and Responsibilities

- Implements solutions to strategically position the ministry to providers, drive provider engagement and effectively demonstrate the value of the CIN
- Collaborates with operational leaders to drive improved access to critical services that we promote to consumers
- Propose strategies designed to increase payor engagement and clinical program support
- Recommends marketing strategies to enhance access to services, particularly primary care, and drive ease of scheduling at all critical access points; implements approved strategies
- Operationally align services that are promoted through marketing platforms
- Partners with leaders within Clinical Operations, Nursing and Quality, and other departments to refine and implement engagement strategies for providers. Acts as a client services relationship manager.
- Drives patient accessibility and aligns marketing around points of access to ensure a seamless patient experience
- Staff management; leads a team of professionals responsible for clinical operations marketing, and holds them accountable for results that enhance brand, support revenue growth, and engages consumers
- Manages an operational budget that supports marketing objectives of the ministry

Organizational Chart



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Summit Talent Group is a boutique executive search and interim leadership placement firm with a national practice in healthcare.

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