

A Successful Collaboration

Amerinet Workforce Solutions

A Short Take on Success

The Challenge

- Non-strategic impression-based hiring decisions result in unsuccessful placements
- Determining necessary candidate attributes and defining criteria for success
- Difficulties in identifying “the right candidate”

The Solution

- The S³ difference from The Synergy Organization via Amerinet Workforce Solutions
- “Gut-level” hiring decisions replaced by proven scientific quality and metrics driven process

The Outcome

- Long-term placement of custom-fit executive personnel maximizes productivity, profitability and the overall quality of healthcare delivery

“Synergy invests the time and expense to ensure candidates will be the right fit and create value that sets them apart from their competition.”

*Edwin Braxton, MSHRM
Chief Human Resources Officer
Lompoc Valley Medical Center*

“The direct and indirect cost of hiring the “wrong person” for a key management position can exceed six to ten times the employee’s annual salary. A \$100,000 job can end up costing \$600,000 to \$1,000,000 for a single bad hire. The direct costs of a bad hire pale in comparison to the indirect cost.”

*Founder, President and CEO
The Synergy Organization*

California’s First Public Healthcare District Adopts Scientific Approach to Executive Recruiting



Amerinet Workforce Solutions and The Synergy Organization partner with Lompoc Valley Medical Center to develop a strategic, cost-effective approach to healthcare staffing.

The Challenge

Nestled between the Los Padres National Forest and the Pacific Ocean, The Lompoc Valley Medical Center (LVMC) was the first operating healthcare district in the state of California. Founded in 1946 by the Santa Barbara County Board of Supervisors, LVMC was created to provide rural areas much needed access to healthcare services. Today, the district includes a state-of-the-art 60-bed general acute care hospital and a 110-bed skilled nursing facility. With 104 experienced physicians on staff – 88 percent board certified in a broad spectrum of medical specialties – LVMC is able to provide full-service healthcare for a majority of the area’s patients.

Like other community-based hospitals, LVMC faced executive recruitment challenges. Chief Human Resources Officer Edwin Braxton, MSHRM, described the situation – “Being a relatively small organization, LVMC needed a firm to provide candidates that would

be a good fit for the organization.” LVMC was not interested in a company that could only supply “a live, warm body” to fill outstanding leadership openings – regardless of how impressive the candidate’s qualifications and education. The ability to effortlessly integrate and collaborate with the entire staff and district-at-large was crucial. Braxton needed a firm that could locate candidates that “... would have a high likelihood of being the right fit with LVMC’s organizational culture.”

LVMC was especially interested in locating candidates that were willing to make a long-term commitment. “Hiring the wrong leader is expensive,” explains Kenneth Cohen, Ph.D., president and CEO of The Synergy Organization. “According to a recent research study of the 80 top-performing healthcare executives nationwide, the direct and indirect cost of hiring the “wrong person” for a key management position can exceed six to ten times the employee’s annual salary. A \$100,000 job can end up costing \$600,000 to \$1,000,000 for a single bad hire. The direct costs of a bad hire pale in comparison to the indirect cost.”

The Solution

As an Amerinet member, the proven and evidence-based recruitment methods offered by The Synergy Organization were available to LVMC at a discounted contract price. The nation’s leading evidence-based executive search and leadership assessment firm, The Synergy Organization, is unique in the industry for its quality and metrics driven approach that uses behavioral profiles to identify and appraise job candidates. The key to Synergy’s methodology is the objective, scientifically-proven S³ Synergy Screening System: a quantitative process utilizing structured interview and measurement instruments. Candidates presented for interview are chosen on qualifications and a definable fitness for collaboration with your team and the unique culture inherent at your facility.

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The Outcome

Via their Amerinet contract, LVMC has remained a valued Synergy customer for more than a year. Synergy has built its national success on return business and boasts an industry-leading minimum four-fold rate of client return. According to Braxton, "LVMC was seeking a partner." He describes being instantly impressed with the services provided by Amerinet Workforce Solutions, Dr. Cohen and the entire Synergy team. "From the outset the entire staff was a true partnership," he said.

Braxton has hired The Synergy Organization for three successful searches. Describing his experience, Braxton also said, "Synergy invests the time and expense to ensure candidates will be the right fit. They create value that sets them apart from their competition through the actual reduction of long-term recruiting expenses by placing highly-qualified candidates apt to commit to the organization for many years."

With roughly 60 percent of most current health system budgets being allocated for employment costs, it has become necessary for hospital executives to engage in "human capital planning" that uses the same processes and benchmarks required of other financial priorities and goals. According to Dr. Cohen, "In any organization, human capital is the most valuable asset. Healthcare executives must become actively involved in strategies to more efficiently leverage their organization's workforce." The financial, healthcare delivery and employee quality-of-life benefits garnered using evidence-based executive search and assessment are tangible, proven and quickly becoming a necessity in today's difficult economic climate.



THE SYNERGY ORGANIZATION

About the Synergy Organization

The Synergy Organization is the nation's leading evidence-based executive search and leadership assessment firm. Founded by Dr. Kenneth Cohen, the company specializes in helping healthcare organizations apply best-practices research and psychological testing to their executive recruitment and selection process. Dr. Cohen also created the proprietary Synergy Screening System that simplifies the task of hiring the right senior executive, which today is a standard practice used by many respected healthcare organizations.



About Amerinet Inc.

As a leading national healthcare solutions organization, Amerinet collaborates with acute and non-acute care providers to create and deliver unique solutions through performance improvement resources, guidance and ongoing support. With better product standardization and utilization, new financial tools beyond contracting and alliances that help lower costs, raise revenue and champion quality, Amerinet enriches healthcare delivery for its members and the communities they serve. To learn more about how Amerinet can help you successfully navigate the future of healthcare reform, visit www.amerinet-gpo.com.

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