



A Case Study: A Critical CEO Recruitment for Valley-Wide Health Systems, Inc.

When the 10-member board of Valley-Wide Health Systems, Inc. (Alamosa, Colorado) was charged with recruiting a successor for their long-time CEO – departing due to health reasons – they knew they would need expert guidance to ensure the perfect fit.

Turning to Cejka Search and Mark Madden, the organization presented some difficult challenges not uncommon to rural and CAH hospital and health system settings – a remote location with far-reaching geographic coverage; a need to engage a new leader who is both comfortable with the location and able to recruit providers and other leaders to the organization; seeking a leader experienced enough to continue revenue growth, expansion, quality improvement, and relationship building. It was a tall order.

The Cejka Search team had to be much more than just recruiters – they served as partners and advisors, counseling a board who, while certainly capable, had no experience in the monumental task of recruiting and selecting a Chief Executive Officer. In addition to the board, Mark and his team would need to coordinate the participation of, and input from, key stakeholders at multiple locations spanning more than 100 miles apart.

Meeting these challenges, Cejka Search:

- Developed and implemented a detailed board-approved multi-phased communication plan
- Engaged experienced, mission-driven, passive candidates through original research and vast network connections, presenting a slate of nine highly qualified and interested candidates
- Crafted and led an intensive interview and evaluation process, resulting in three finalists of equal and impressive experience and fit
- Assisted the board in preparing the offer as well as through the negotiation process, once the final candidate was selected

The Results: The selected candidate immediately accepted the job and relocated her family for the role. The candidate has developed strong relationships with the board, leadership, providers and community members, and she and her family have settled into the community happily. By all accounts, an extremely successful placement.

“[Our CEO search] was a great, positive experience. As a board, we were very pleased with the work, and felt that Mark listened to us and provided great guidance ... through the whole process, up to interviewing and selection.”

We would recommend the services of Cejka.”

-- Frances Valdez, Board Chair/Search Committee Chair, CEO Search - Valley-Wide Health Systems, Inc.

Behind every great leader, is a great search firm.

One of the toughest challenges facing healthcare organizations is the recruitment and retention of leaders whose skills and experience are matched with an organization's needs.

The foundation of your recruitment partnership with Cejka Search begins with a comprehensive understanding of your organization – its mission, vision, culture, and other critical factors that top candidates will consider.

Our proven process puts us in alignment with your organization's market message, key differentiators and values, and allows us to position your company as an employer of choice. We will partner to develop a comprehensive communication plan, both internal and external, to ensure a transparent process that keeps all stakeholders central to the search.

What sets us apart

The quality of our candidates, the expertise of our search consultants and the enduring nature of our partnerships. Our proven success and industry reputation will assure you that Cejka Search is committed to delivering superior results – in fact, over 95 percent of our clients re-engage our services.

We deliver dynamic leaders with exceptional performance records, progressive skills, contemporary leadership competencies and validated reputations. Our relationships are built through highly personalized communications, service and counsel on every search.

CEJKA SEARCH EXPERTISE

- Healthcare Executive
- Physician Executive
- Nurse Executive
- Academic Leadership

About Mark Madden



As Executive Vice President, Managing Principal of Cejka Search, Mark leads executive search services for senior healthcare executive positions. He has extensive experience leading board search committees in executive recruitments, leveraging his expertise in critical leadership assessment and evaluation, as well as his thorough understanding of the complex issues facing healthcare leaders. During his more than 25 years in executive recruitment, Mark has achieved consistently excellent results in partnering with organizations, boards and search committees for successful search outcomes.

At Cejka Search, Mark provides expertise in healthcare recruitment for C-suite executives, physician executives, medical group practices and senior services administrators. Having led the full scope of the executive search process, he has worked effectively with boards, search committees, senior-level executives, and physicians. His search engagements have included C-suite positions for large multi-site, integrated and tertiary health systems, as well as smaller community hospitals, and medical group practices.

Let Cejka Search help you create your own leadership legacy. Call Mark today.

Mark Madden, Executive Vice President/Managing Principal

Cejka Search

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