

MAPRA

MID-ATLANTIC PHYSICIAN
RECRUITER ALLIANCE, INC.
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THE MAPRA MINUTE

A QUARTERLY NEWSLETTER FOR MAPRA MEMBERS



MAPRA NEWS - DC

[Adventist HealthCare](#) has signed an agreement to take over Fort Washington Medical Center, a small acute-care hospital.

[MedStar](#) Appoints Dr. Neil Weissman to be Health System's First Chief Scientific Officer

DC Mayor establishes a [Commission on Healthcare Systems Transformation](#) to transform health care delivery in the District of Columbia.

MAPRA NEWS - WV

Five hospitals were recognized as high performing by the annual [U.S. World and News Report](#) "Best Hospitals" report.

Charleston Area Medical Center was ranked overall number one in the state followed by WVU Medicine.

Mon Health and St. Mary's Medical Center tied for third and Thomas Memorial was fifth.

MAPRA NEWS - MD

LifeBridge Health has launched a new "[virtual hospital](#)" concept that allows medical staff to evaluate patients remotely, and either treat them on the spot or send them to an E.R.

Located at LifeBridge's Sinai Hospital in Baltimore, the virtual hospital is led by Dr. Jonathan Thierman, an emergency medicine physician and the health system's chief medical information officer.

FEATURED MEMBER

UPMC Pinnacle

The UPMC Pinnacle health system includes seven acute care hospitals with 1,160 licensed beds, over 160 outpatient clinics and ancillary facilities, more than 2,900 physicians and allied health professionals, and approximately 11,000 employees. It is a health care hub serving Dauphin, Cumberland, Perry, York, Lancaster, Lebanon, Juniata, Franklin, Adams and parts of Snyder counties.



MEET A MEMBER

Steve Jacobs, MA, FASPR, is a veteran of the physician recruiting industry. Steve started his career as an agency recruiter in 2003 and became an in-house recruiter in 2008 in California. He has started 2 in-house departments from scratch during his career. He is the past president of SWPRA and was a member of ONPR in Ohio. He has been involved in MAPRA for 6 years and AAPPR for 11 years. Steve was the Secretary of MAPRA 2 years ago and is currently on the executive board as a Member-at-Large. He also sits on the membership committee and is the editor of the MAPRA Minute. Steve presents nationwide on the topics of social media, dealing with search firms, and physician recruitment.

SOMETHING YOU DON'T KNOW ABOUT STEVE: Steve was born in Glasgow, Scotland and became a US citizen in 2015.



Steven Jacobs, MA, FASPR
Sr. Physician Recruiter
Einstein Healthcare Network



MAPRA NEWS - VA

Sentara Norfolk General Hospital is ranked the No. 2 hospital in the Commonwealth of Virginia, and the top hospital in Hampton Roads, in the 2019 U.S. News & World Report's "Best Hospitals" edition.

VCU Health representatives joined state and local leaders in New Kent County today to break ground on a \$16 million state-of-the-art emergency center.

Bon Secours St. Mary's Hospital has been recognized as a Best Hospital for 2019-20 by [U.S. News & World Report](#). St. Mary's Hospital was also ranked 2nd in the Richmond, VA Metro Area.



MAPRA NEWS - DE

Bayhealth is the first healthcare facility in Delaware to have a [robotic guidance and navigation system](#), designed to improve safety and accuracy within the operating room. Surgery with this system offers many potential benefits for patients, such as smaller incisions, less scarring, a shorter hospital stay, and faster recovery.

In late June Christiana Care opened a new hybrid OR, making it the only health system in Delaware offering a comprehensive structural heart disease program, taking care to the next level for improved patient experiences and outcomes. The Gerret and Tatiana Copeland Heart & Vascular Interventional Suite has a focus on minimally invasive valve procedures like TAVR,



MAPRA NEWS - NJ

Virtua, a not-for-profit health system in southern New Jersey, has purchased Camden, N.J.-based Lourdes Health System. Virtua assumed ownership of Lourdes Health System, closing out a yearlong process to acquire the not-for-profit health system from Pennsylvania-based Maxis Health System, part of national Catholic health system Trinity Health.

AtlantiCare Regional Medical Center Atlantic City Campus has again earned The Joint Commission's Gold Seal of Approval® and the American Heart Association/American Stroke Association's Heart-Check mark for Advanced Certification for Comprehensive Stroke Centers.

ASK AN EXPERT

TODAY'S QUESTION...

What is the best place to look for adult neurologists?

TODAY'S ANSWER COMES FROM...Stephanie Hutchens

I just placed a new Neurologist here in VA. I used the career site for the ANA, PracticeLink, PracticeMatch, and I also did an outreach to Virginia Program Directors for Neurology residencies in Virginia.

Each Month We Will Feature a Question from One of Our Members Along with Answers from a Colleague(s).



MAPRA VENDOR SPOTLIGHT

THIS QUARTERS VENDOR IS...THE MEDICUS FIRM



Since 2001, The Medicus Firm continues to provide award-winning, peer-reviewed physician search and advanced practice recruiting solutions to hospitals and health systems nationwide in a variety of practice settings and communities. The Medicus Firm's unique, client-focused recruitment model stresses accountability and minimizes financial exposure for healthcare employers, particularly as compared to other retained search firms. The Medicus Firm is proud to serve as a Strategic Corporate Partner with the AAPPR and as an Executive Partner of the MGMA. The Medicus Firm has earned numerous distinctions in the healthcare and staffing industries, including Best of Staffing, (achieved seven times, including 2019), Best Places to Work, and Forbes' list of Top Professional Recruiting Firms of 2019.

Website Address: <https://www.themedicusfirm.com/>

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MAPRA IS NOW AN AAPPR AFFILIATE

MAPRA COMMITTEE ACTIVITIES

EXECUTIVE PRESIDENT - STEPHANIE HUTCHENS

MAPRA is pleased to announce we have finalized our affiliation with Association for Advancing Physician and Provider Recruitment (AAPPR)!

AAPPR is the leading professional organization where physician and provider recruitment leaders can connect, learn and advance their careers.

Join over 100 MAPRA members and the 2,000 AAPPR members in redefining recruitment to retention.

MEMBERSHIP CHAIR - MARY GREICO

We have 18 new members this year to date. We are updating postcards with our new logo.

We have partnered with PracticeLink to blast email nonmembers and members regarding our association and conference.

Mentorship program has grown to current 10 mentors/mentees...always looking for new volunteers to become mentors!

EDUCATION & CONFERENCE CHAIR - COURTNEY KENNEDY

MAPRA's 2019 Educational Conference is right around the corner! This year, we'll be in Baltimore, Maryland on October 23-24 at the Sheraton Inner Harbor! We've secured great speakers on topics important to us: recruitment, retention and engagement! We have 40 vendors that will be showcasing at the event. We hope to see you there.

MAPRA FAST FACTS

FOUNDED - 2007

CURRENT MEMBERS - 112

MONTH OF ANNUAL CONFERENCE - October

CURRENT PRESIDENT - Stephanie Hutchens

LINKEDIN PAGE- www.linkedin.com/groups/3619113

PAST PRESIDENT - Patrick Dreer, FASPR MBA

NUMBER OF MEMBER STATES - 6 + DC

2019 ANNUAL CONFERENCE LOCATION - Baltimore, MD

WEBSITE - www.maprainc.org

FACEBOOK PAGE - www.facebook.com/MAPRAinc/

WEBSITE CHAIR: RACHEL THOMAS

The website committee has updated the website to reflect our AAPPR affiliation with our brand new MAPRA logo. Check it out on the homepage!

We are always looking for ways to make our website more interactive for our members. We would love to get your ideas and feedback on ways that we can improve your experience. Please contact Rachel Thomas, Website Committee Chair rsthoma2@sentara.com

VENDOR & WEBINAR CHAIR: AMY-CATHERINE McEWAN

Webinar Programs -Merritt Hawkins has agreed to be our webinar provider for the next 12 months providing webinars every 2-3 months. Previous topics have included: The 2019 Merritt Hawkins Inpatient/Outpatient Revenue Survey and the 2019 Review of Physician and Advanced Practitioner Recruiting Incentives.

Vendor Sponsorship Program - All sponsors have their logo displayed on the MAPRA website and are able to provide content for a monthly email blast to members during the quarter they sponsor.

MARKETING CO-CHAIRS: LINDSAY SMOOT KARMA LIMES

The marketing team has attended several career fairs & conferences in the area; and are planning on even more throughout next year! Our most recent ad will be in PracticeLink magazine - so keep your eyes out for this! If you are not already connected with MAPRA via Facebook or LinkedIn - please do so! We are constantly updating these sites with upcoming events, interesting articles and it's a great way to connect with Physicians!