

MAPRA

MID-ATLANTIC PHYSICIAN
RECRUITER ALLIANCE, INC.
DE • MD • NJ • PA • VA • WV • DC

THE MAPRA MINUTE

A QUARTERLY NEWSLETTER FOR MAPRA MEMBERS



MAPRA NEWS - DC

MedStar Washington Hospital Center became first in the Mid-Atlantic region to offer a new innovation designed to allow physicians to diagnose small peripheral lung nodules with greater precision and accuracy. These small masses or spots can be very difficult or nearly impossible to reach with traditional bronchoscopes.

Physicians and hospital staff are celebrating the first 100 patients treated at the MedStar Georgetown University Hospital Proton Therapy Center, the first and only center of its kind in the Washington D.C. metropolitan area. Proton therapy is the latest cancer-fighting technology designed to shrink some previously untreatable tumors.

MAPRA NEWS - WV

WVU Medicine has performed West Virginia's first heart transplant. The surgery, performed Saturday, was done on a 61-year-old male patient from Chesapeake, Ohio. Surgeons at the WVU Heart and Vascular Institute and the WVU Medicine Transplant Alliance in Morgantown conducted the procedure. Officials from the program say they have several more heart transplant patients on a waiting list.

Mon-Health Stonewall Jackson Memorial Hospital celebrated this week that it has achieved the highly prestigious international Baby-Friendly designation. The designation came after a rigorous review process conducted by Baby-Friendly USA, the organization responsible for bestowing this certification in the United States.

MAPRA NEWS - MD

Anne Arundel Medical Center has tapped a new president, as the hospital's former head executive moves up to lead the newly created [Luminis Health](#) system. [Sherry Perkins](#), an adjunct associate professor at the University of Maryland School of Nursing, will become the new president of Annapolis-based AAMC, effective early next year.

[LifeBridge Health](#) has renamed the recently acquired [Bon Secours Baltimore Hospital](#), which is set to soon undergo a major facelift and cease delivering most inpatient services. The West Baltimore facility will be called Grace Medical Center. LifeBridge finalized its acquisition of the hospital in November and is planning big renovations and service changes.

FEATURED MEMBER ORGANIZATION

Bayhealth's mission is to strengthen the health of our community, one life at a time.

As central and southern Delaware's largest healthcare system, Bayhealth is comprised of Bayhealth Hospital, Kent Campus and Bayhealth Hospital, Sussex Campus, the freestanding Emergency Department in Smyrna as well as numerous satellite facilities and employed physician practices encompassing a variety of specialties.

Bayhealth is a technologically advanced not-for-profit healthcare system with more than 3,700 employees and a medical staff of more than 400 physicians.

Bayhealth is an affiliate of Penn Medicine for Heart and Vascular, Cancer and Orthopaedics.



MEET A MEMBER

Amanda Alvarez began her career, as a physician liaison over 15 years ago. In July of 2019 she assumed the role of Director of Physician Recruitment & Relations at Carroll Hospital. Amanda most enjoys the excitement that comes from recognizing when a specific candidate is a perfect match for her organization, and in turn, helping them to realize it as well! Handling the recruitment, onboarding and then eventually liaison outreach, provides her the opportunity to establish a relationship with a new provider from the very start of their interaction with her hospital, and to continue to develop that rapport through each step of the process. Amanda is looking forward to learning more of the intricacies of physician recruitment and how to effectively source for those “needle in a haystack” specialties. Amanda became a member of MAPRA in 2019 and is involved in its mentor program.



Amanda Alvarez
Director - Physician Recruitment
Carroll Hospital Center

Little Known Fact:

Following her senior year of college, Amada had the opportunity to do the Atlantic Ocean crossing on the Queen Elizabeth II (QE2), sailing from New York City to Southampton, UK with her Great Aunt, a retired OB-GYN.

 **CARROLL HOSPITAL**
A LifeBridge Health Center



MAPRA NEWS - VA

HARRISONBURG, VA - Sentara RMH has submitted a letter of intent (LOI) to the Commonwealth of Virginia to begin the application process for a Certificate of Public Need (COPN) that, if granted, increase the level of care to Specialty Neonatal Intensive Care Unit (level 2 to level 3) and the number of bassinets from 6 to 11.

RICHMOND, VA - Eighty VCU Health providers have been recognized with a 2019 Best Bedside Manner Award, an annual honor presented by OurHealth Magazine for Richmond.

The Neurosciences Center at Sentara Martha Jefferson Hospital has expanded services by adding two new neurointerventional radiologists and two neurosurgeons. Sentara Martha Jefferson Neurosciences began in 2013 with eight providers in its outpatient department. The addition of the four new physicians brings the total to 12 providers.



MAPRA NEWS - PA

The American Hospital Association (AHA) recently recognized UPMC Susquehanna Soldiers + Sailors in Wellsboro in appreciation for the hospital's 75 years of membership in the AHA. The hospital, originally known as Soldiers & Sailors Memorial Hospital, opened in 1942, and joined the AHA shortly thereafter.

WellSpan York Hospital is now home to the world's first “4D” imaging system to be used exclusively for non-surgical heart and vascular procedures. The new, Canon Alphenix four-dimensional computed tomography (4D CT) system will be used for heart catheterizations and other interventional cardiac procedures.

[Penn Highlands DuBois](#) has been listed as one of the [100 Great Community Hospitals by Becker's Hospital Review](#) for the fourth year in a row. Becker's Hospital Review is a publication of Becker's Healthcare, the leading source of cutting-edge business and legal information for healthcare industry leaders.



MAPRA NEWS - NJ

[Dr. Eric Mayer](#), a board-certified urologist specializing in minimally invasive urologic procedures using the da Vinci surgical system, has joined Capital Health as director of Urologic Robotic Surgery. With experience in treating all forms of urologic conditions, including kidney stones, urinary tract infections, overactive bladder, incontinence, sexual dysfunction and men's health issues like erectile dysfunction and low testosterone, Dr. Mayer specializes in robotic-assisted surgery various cancers.

Virtua Health announces the inclusion of Virtua Our Lady of Lourdes Hospital on Watson Health's list of 2020 50 Top Cardiovascular Hospitals, which identifies hospitals with the highest performance in hospital cardiovascular services. The evaluation is respected for its independence and integrity in the industry.

The AtlantiCare Cancer Care Institute, a Fox Chase Cancer Center Partner, thanked patients, staff and providers during celebrations marking its tenth year of serving the community

TODAY'S QUESTION...

What recruiting company/firm specializes only in Urology searches?

There are many but Case Recruiters, Inc. is a niche boutique recruitment firm created in 1997 and developed by Michael Case, its founder. In 2005 it became a retained recruitment firm that specializes only in the recruitment and placement of board certified and board eligible urologists.

Mark Douyard, MBA Bayhealth, Dover, DE.

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...PACIFIC COMPANIES



PACIFIC COMPANIES IS A FULL-SERVICE, NATIONWIDE RECRUITMENT FIRM SPECIALIZING IN BOTH PERMANENT AND LOCUMS SERVICES.

PACIFIC COMPANIES OFFERS A VARIETY OF PERMANENT AND LOCUMS SOLUTIONS CUSTOMIZED TO YOUR INDIVIDUAL NEEDS. WHETHER YOU ARE SEARCHING FOR PHYSICIANS, APPS OR DENTISTS, PACIFIC COMPANIES CAN CONNECT YOU WITH YOUR IDEAL CANDIDATES.

ALSO, PACIFIC COMPANIES OFFERS A SIGNIFICANT DISCOUNT ON THEIR SERVICES TO ALL MAPRA MEMBERS.

PLEASE CONTACT HAROLD LIVINGSTON TO DISCUSS IN DETAIL.

hlivingston@pacificcompanies.com

214-205-2299

MAPRA COMMITTEE ACTIVITIES

EXECUTIVE PRESIDENT - STEVEN JACOBS

2020 Sees a leadership change taking place on the MAPRA board. Stephanie Hutchens has vacated her position as president due to a change in her work life that sees her moving over to the retained firm side of physician recruitment. Stephanie will join Jackson Physician Search in January 2020. She will work remotely from VA and represent the mid-atlantic region. We thank Stephanie for her tremendous leadership and her commitment to the membership of MAPRA. She leaves with mixed emotions but excited for new challenges. We will roll out another edition of the MAPRA Minute January 6th, 2020. Our goal is to continue to connect our membership to one another throughout the year.

MEMBERSHIP CHAIR - MARY GREICO

Our membership increased by 19 new members and continues to grow. The membership team has been working hard to connect with various hospitals and health systems in our region by targeting non-member groups using our MAPRA-at-a Glance postcards. These serve a dual role in notifying non-members of our professional organization as well as informing providers they can visit our website for current job openings in the Mid-Atlantic Region. **Renewal membership notices for 2020 were sent via email. Please check your inbox for the invoice and respond to the executive board (see contact info on page 5) if you need another copy sent out.**

EDUCATION & CONFERENCE CHAIR - COURTNEY KENNEDY

Thank you to all who attended our 2019 MAPRA Conference in Baltimore! It was a successful conference!

A HUGE thank you goes out to our Education and Vendor Relations Committees for making it such a success! For those who couldn't attend, our presentations are available on the website for you to view!

We are working on details for our 2020 Conference currently and hope to have a "Save the Date" out to all of you by the end of February! Once again, we look forward to putting on the greatest annual regional conference around. We hope to break attendance records this year.

MAPRA FAST FACTS

FOUNDED - 2007

CURRENT MEMBERS - 118

MONTH OF ANNUAL CONFERENCE - October

CURRENT PRESIDENT - Steven Jacobs, MA FASPR

FACEBOOK PAGE - www.facebook.com/MAPRAinc/

PAST PRESIDENT - Stephanie Hutchens

MEMBER STATES - PA, NJ, MD, VA, WV, DE & DC

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

WEBSITE CHAIR: RACHEL THOMAS

The website committee had a great 2019 with 11,307 page view visits to the MAPRA website. Our goal is to significantly increase that number in 2020 by updating the website with information that impacts and benefits our members.

As a reminder, the website has an Employment Connection page that is frequently updated. This is a great way to advertise for recruitment positions within your organizations, and an excellent first stop for those seeking employment. To add an opportunity please contact Matthew Dietz at Matthew.Dietz@pennmedicine.upenn.edu

VENDOR & WEBINAR CHAIR: AMY-CATHERINE McEWAN

We would like to thank Elsevier for being our current website logo sponsor.

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 & SOCIAL MEDIA CHAIR: LINDSAY SMOOT

Marketing has updated the table-top banners, as well as, tablecloth for career fairs/conference with the new MAPRA logo. We are also seeking 1-2 new members to join the Marketing & Social Media team - to learn more please reach out to Lindsay.a.smoot@medstar.net

The marketing team is responsible for the upkeep and content of our LinkedIn discussion group and our Facebook page. They are also integral to our brand recognition efforts at career fairs and at our annual conference.

The commitment of time to the committee is nominal as your ability to add content is just a click away by computer, tablet, or cell phone.

MAPRA EXECUTIVE BOARD CONTACTS:

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MEMBER

Click The Logo



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AAPPR

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PHYSICIAN AND PROVIDER RECRUITMENT
Affiliate



The AAPPR 2020 Annual Conference is coming April 4-9, 2020, in Las Vegas, Nevada! We are pleased to announce that registration is officially open.

Take advantage of the early bird rate and register today!

Register

<https://member.aappr.org/events/EventDetails.aspx?id=1230980&group=>

Conference scholarships are available through AAPPR and generous sponsors including JAMA Network & JAMA Career Center, Naylor Association Solutions, and PracticeLink. These scholarships cover registration fees, lodging, and travel expenses.

Apply for Scholarship

https://member.aappr.org/page/2020_scholarship