



Senior Vice President , Nashville, TN



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Creating a National Care Standard



The American Case Management Association (ACMA) is dedicated to the support and development of its members and their Case Management and Transitions of Care professional practice - the oversight and interventions needed to optimize care and setting transitions on behalf of patients and families. ACMA has become a major influence in the contemporary healthcare marketplace, as the home to a growing membership of case management and transitions of care professionals and the developer of innovative healthcare products and national standards of practice.

Member Services

ACMA has 32 chapters that support members taking the next step in their healthcare careers. At highly economical rates, ACMA gives members access to more than 30 national and regional conferences annually. It provides Continuing Education and professional development resources, up-to-date news on pressing health care issues, professional advocacy, and more. ACMA provides technologies that integrate support into members' daily work—it developed an app-based Regulation Library where case management and transitions of care professionals can get targeted information without conducting lengthy web-based searches.



Product Development



ACMA changes the landscape of contemporary case management by creating products that help members better operate in healthcare settings. Its most recent product, the Advanced Care Transitions Simulation (ACTS), offers transitions of care professionals the first live simulation-based training with scripted patient actors, letting users collaborate on patient assessments in acute and post-acute care settings, submit their findings for evaluation and feedback, and receive individual and aggregate analysis for follow-up training. This powerful training model is the first of its kind within the multi-faceted American healthcare delivery system.

CGi and ACMA: Achieving *Incomparability*

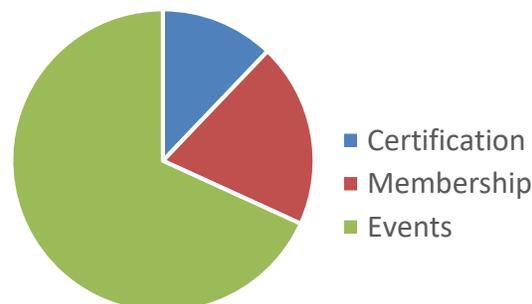
ACMA is managed by CGi, a full-service association and meeting management company serving clients in a variety of markets. CGi offers an experienced staff and a wealth of knowledge in all areas of association management, including event planning, sponsorships and exhibition sales, communications and marketing, public relations, research, government affairs and advocacy, chapter relations, certifications, and more.

CGi's cultural values all aim to achieve incomparability—a continual striving to set the highest standards. Under CGi's leadership, ACMA has consistently achieved annual growth rates that exceed all national benchmarks, becoming the largest case management association in the country within just 10 years. CGi staff have spent the last several years building internal systems to manage and sustain its rapid growth.

A Record of Firsts

CGi's expertise and values have been the foundation for ACMA's programmatic services. Drawing on CGi's meeting management capabilities and its commitment to professionalism and service, ACMA handles all aspects of two national conferences and 32 regional conferences for all its local chapters, ensuring opportunities for members throughout the country to build professional networks and keep up with a continuously evolving healthcare marketplace. CGi's value of determination and active participation—its commitment to being a creative part of generating solutions to any barrier—have powered ACMA's development of tools that have attracted tremendous interest in the profession, including:

- ❖ The first online learning tool for case management, which has been adopted by more than 1,200 organizations and more than 40,000 individual users
- ❖ The first simulation-based Certification for Case Management, which has achieved 20% average annual growth
- ❖ The ACTS live simulation training system, launched in Fall 2018 and in use by five beta sites in less than a year



CGi's leadership of member services and product development has created a highly diversified revenue stream, with income from events, membership, and certifications.

Building Capacity

CGi seeks an accomplished executive to join its leadership team as Senior Vice President with responsibility for ACMA. The SVP will lead efforts to sustain ACMA's record of growth: the association's current strategic plan calls for increasing membership to over 10,000 care management professionals by 2020, developing standardized chapter leadership resources, and expanding solutions outside the hospital setting. These efforts will keep the association at the forefront of case management and transitions of care solutions.



The Opportunity

The Senior Vice President has responsibility for ensuring ACMA achieves its goals in four key functional areas: membership and chapter relations, meeting and event management, certification and other product development, and advocacy. Reporting to and working in partnership with the CEO of CGi, the SVP will serve on the senior management team at CGi and will lead efforts at ACMA to enhance an innovative and service-oriented performance culture that continues setting records in a critical industry. Specific responsibilities at ACMA include:

Membership and Chapter Relations

- ❖ Lead the design and implementation of effective member recruitment and retention strategies.
- ❖ Lead efforts to oversee, develop, and ensure the sustained viability of ACMA's state-level chapters.
- ❖ Establish and direct organization-wide initiatives to continuously improve support for chapter leaders, anticipating needs and providing best-in-class customer service.

Meeting and Event Management

- ❖ Oversee the delivery of services and educational conferences that result in high member satisfaction and position ACMA as the leader in its industry; includes the National Conference and Leadership/Physician Advisor annual meetings as well as chapter annual meetings.
- ❖ Steer conference, publication, and webinar content to address current trends as well as ACMA's standards of practice/scope of services.

Certifications, Practice, and Product Development

- ❖ Provide leadership to maintain and expand ACMA's current market position in Case Management and Transitions of Care products and services.
- ❖ Plan and direct a growing portfolio of Certification Services.
- ❖ Provide strategic planning, development, and oversight of new initiatives related to Case Management practitioners.
- ❖ Provide advisory and strategic support to promote ACMA and CGi products.
- ❖ Promote standards of practice/scope of services for case management, transitions of care, and physician advisors across all healthcare settings.

Infrastructure

- ❖ Lead the adoption of standard operating procedures that reflect ACMA's values and advance its mission.
- ❖ Create and direct management systems that incentivize and reward performance and support professional growth for a 50-person staff.
- ❖ Develop, review, attain approval for, and monitor the annual plan and budget.
- ❖ Manage the identification of new entities or constituent groups that align with ACMA's philosophy and have the potential to promote its business priorities.





ADVANCED SIMULATION FOR VALUE-BASED RESULTS

The ideal Senior Vice President will be an ambitious, creative, and strategic partner capable of working closely with the CEO, leading an array of complex long-term projects, and earning the respect of both a talented leadership team and staff as well as national healthcare leaders and corporate sponsors.

Background

- ❖ At least five years of executive-level experience.
- ❖ Experience in association membership recruitment/retention, meeting management and certification as an Association Executive are strongly preferred; background in healthcare is useful but not required.
- ❖ Bachelor's degree is required, M.B.A. or other relevant Master's degree is strongly preferred.

Skills and Accomplishments

- ❖ Knowledge of best practices and trends across all aspects of non-profit operations, including finance, HR, and IT.
- ❖ Experience managing large revenue and expense budgets.
- ❖ Ability to structure and write standard operating procedures and to build support for them across an organization.
- ❖ Record of building strong internal and external working relationships.

- ❖ Demonstrated commitment to a service orientation that anticipates member needs and consistently exceeds member expectations.
- ❖ Experience orchestrating complex events at the national and regional levels.
- ❖ Exceptional project management skills, including the ability to organize resources and establish reliable mechanisms of communication and coordination.
- ❖ Facility in analyzing and solving practical problems and dealing with a variety of complex variables in situations with limited established procedures.
- ❖ Sophisticated leadership and management skills, with a history of building and leading high-performing multi-functional senior teams.
- ❖ Ability to lead, analyze, and understand general business, healthcare-related and professional articles/publications to maintain awareness of industry trends and shape change.
- ❖ Excellent writing, communication, and presentation skills; experience in public speaking is desirable.
- ❖ Highest level of personal and professional integrity and quality standards.
- ❖ Commitment to the mission of ACMA.





Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

CGi is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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