Holy Cross Hospital Overview:

*A Mission to Heal. A Passion for Being the Best.*

Holy Cross Hospital has been a transforming, healing presence in its community since its founding in 1955.

Part of the Trinity Health System, it has been recognized for the second consecutive year as one of South Florida’s Best Regional Hospitals by *U.S. News & World Report*. It also was one of 63 hospitals nationwide named “High-Performing” in *all* nine inpatient surgical procedures and chronic conditions evaluated.

Since 2010, Holy Cross has also collaborated with Massachusetts General Hospital Cancer Center in Boston to expand oncology services to South Florida residents. This unique relationship offers Holy Cross’s patients
rapid access to new clinical treatments and the expertise of renowned cancer researchers, providing an additional network of nationally and internationally recognized specialists who will consult with patients while they continue their care at home in South Florida. The partnership focuses not only on subspecialty cancer care, genetics counseling, and early phase clinical trials, but also on community outreach, education, and quality initiatives.

Serving in the spirit of the Sisters of Mercy, Holy Cross is more than a private community hospital; it is a healthcare ministry with multiple outpatient facilities in Broward and Palm Beach counties. Holy Cross’s vision is to be its community’s trusted health partner for life – by providing exceptional care, preventive medicine, and education through sacred encounters.

As South Florida’s only nonprofit Catholic hospital, Holy Cross knows the value of reinvesting in its facilities and its people to better meet community needs. The Hospital continually upgrades its campus, acts as steward of the environment through green initiatives, and provides outstanding healthcare while serving its neighbors with genuine care and compassion. It believes in partnering with the community to optimize individuals’ health.

Holy Cross contains one of the greatest concentrations of medical talent in South Florida. Its medical staff consists of more than 600 highly skilled physicians representing nearly every specialty in medicine. Their skills attract patients from around South Florida, across the United States, and around the globe. Patient capacity has increased from 100 patients in 1955 to the 557 patients (inpatient) the Hospital is licensed to serve today.

As Broward County’s first Magnet hospital, Holy Cross attracts the best nurses and fosters an environment where all people are welcomed, valued, and celebrated. Its Spiritual Care Team is on call 24 hours, ever ready to offer solace or guidance when needed. Further elevating the quality of care provided to patients, Holy Cross Hospital is now an academic medical center through the University of Miami Internal Medicine Residency Program at Holy Cross Hospital.

Holy Cross publishes a quarterly magazine, *Thrive*, featuring its many advances in patient treatment as well as activities in the community. [Click here for the Fall 2016 issue](#)
Do you have the right skills and qualities for this position?

- Have you the vision, strategic thinking, and sophistication to lead Holy Cross to a new level of philanthropic success?
- Will you thrive in a faith-based environment where meetings start with prayer?
- Are you passionate about your work?
- Are you a superb manager who is an inspiring coach and mentor?
- Are you an accomplished, metrics driven leader who has experience working in the medical arena?
- Have you solicited 7-figure gifts? Will you be confident soliciting an 8-figure transformational gift?
- Do you have the marketing know-how to make the case for support in an urgent and compelling way?
- Would you be described as practical, pragmatic, and organized?
- Will you succeed building relationships and involving corporate and community members throughout the region?
- If so, then please read on!

**Position Overview – Vice President, Development and Marketing**

The Vice President has leadership responsibility for developing, organizing, and implementing hospital fundraising efforts, including creating capital campaigns and special fundraising programs to meet capital expenditures and other ongoing funding needs of the Hospital.

This position maintains a high-level, executive leadership role, specifically with the expectation of developing, implementing, and evaluating the Hospital’s fundraising opportunities and in establishing and maintaining relationships with major donors and prospective major donors.

**Leadership Role Vision:**

The Vice President must be committed to and responsible for clear, concise, and frequent communication and explanation of the Holy Cross Hospital mission, vision, core values, and key strategies. An important aspect of this position is the ability to inspire others and to gain their commitment to invest in Holy Cross through a wide variety of charitable opportunities.

As necessary, the incumbent must select, employ, coordinate, and lead a competent team of professionals and, in some cases, community volunteers to develop a comprehensive working plan to cultivate, solicit, and steward donors for the immediate and long-term benefit of the Hospital. The Vice President is responsible
for matching individual strengths with the needs of this position’s function and establishing an organization structure to address those needs.

**Physician Relationships:**

In conjunction with other Administration Council members, the Vice President is responsible for developing a more collaborative, inclusive working relationship with physicians, including their participation in making personal donations and in identifying potential donors from among their patients and from members of the community with whom they have contact.

**Community Relations:**

The Vice President is expected to represent Holy Cross Hospital to a broad array of stakeholders and other interested parties, first, as principle spokesperson for the areas assigned to the incumbent, and second, as the representative in local and state issues assigned to the incumbent. This entails encouraging all direct reports to participate appropriately.

**Administration Council Participation:**

The Vice President is a member of the Administration Council and, as a result, must participate in a number of team efforts and matrix relationships throughout Holy Cross Hospital. The incumbent may from time-to-time be asked to participate as a team member in developing and implementing a new ministry initiative, policy, and/or program, especially where private funding is likely to be a significant source of revenue.

**Mentoring:**

The Vice President must actively be involved in the professional development of direct reports and inspire the ministry to embrace the benefits of philanthropy. It is essential that the incumbent work to establish a supportive environment for growth and development of philanthropy.

**Corporate Compliance:**

The Vice President must be knowledgeable of and ensure that supervised associates are knowledgeable of applicable current compliance policies and procedures, laws, and regulatory developments, including their responsibility to comply with applicable laws, regulations, and Holy Cross Hospital policies as a condition of employment.
Core Competencies:

- Judgment and Decision Making
- Values and Ethics
- Willingness / Capacity to Learn
- Customer Focus (special emphasis on Donors)
- Trustworthy
- Leadership / Influence
- Teamwork
- Commitment
- Leading Vision and Purpose
- Strategic Perspective
- Business Acumen

Successful integration of this position requires the Vice President to:

- Lead in the development, facilitation, and evaluation of the identification and establishment of Hospital goals/direction, especially those related to philanthropy.
- Provide leadership to develop, facilitate, and evaluate the process for planning related to programs that have opportunities for private financial support.
- Lead in the planning, development, and implementation of fundraising programs that focus on the established priorities of the Hospital.

Qualifications and Education Required:

- The Vice President will hold a bachelor’s degree; a master’s degree is preferred.
- Requires 7+ years’ experience with demonstrated success in leading a complex and multidimensional organization in major gift and capital campaign fundraising programs.
- Healthcare experience is preferred, but not required for this position.

Development Overview

The future is bright for the Holy Cross Hospital Development Department. While the staff is small in number, they are eager, talented, and committed to the mission. There is opportunity for the Vice President to strengthen the team through mentoring and helping them build on their many successes to accomplish even more.
Steering away from event fundraising, a major building campaign will be part of the future and will depend on building the donor pipeline, which, while always important, has been challenging. President and CEO Taylor enjoys fundraising and his senior leadership serve as informed advocates and are well versed in the impressive track record of Development. There has been important focus on building relationships with physicians and they have never been stronger. The community has consistently demonstrated their robust involvement in the Hospital through philanthropy, volunteerism, and endorsement. The Vice Presidency is one held in high regard and respect by Ft. Lauderdale's community leaders.

Some examples of Holy Cross Hospital's recent success:


**Leadership:**

**Patrick A. Taylor, MD, MBA**  
*President & Chief Executive Officer*

Dr. Patrick Taylor is Holy Cross Hospital’s sixth top executive since its 1955 founding. Dr. Taylor joined Holy Cross Hospital in 1988 as an Emergency Physician, quickly advancing to Medical Director of the Emergency Department in 1990. He subsequently coterminously served as Executive Director of Medical Affairs for the
Holy Cross Medical Group (HCMG) until 1999. While serving in these capacities, Dr. Taylor pursued formal business training/education and received an MBA. He was promoted to the role of Vice President of HCMG in May of 1999 and implemented a financial turnaround strategy for HCMG. He advanced to Senior Vice President in July of 2002, Chief Operating Officer in September of 2006, and President/CEO in May 2010. He is a highly respected leader and has directed strategic, quality, and financial turnarounds of hospital and physician practice operations.

Dr. Taylor received his undergraduate degree from the University of Notre Dame, Doctor of Medicine degree from Duke University, and completed his Emergency Medicine Residency at the Georgetown/George Washington/University of Maryland combined program. He subsequently completed an Executive MBA at Florida Atlantic University while actively practicing at Holy Cross Hospital.

Dr. Taylor serves as a board member of Jack and Jill Children’s Center, Broward Partnership for the Homeless, Catholic Health Services, and Broward Workshop. Dr. Taylor’s previous community involvement includes: past Chair for the 2014 American Heart Association Broward Heart Walk; the Broward County Regional EMS Council; United Way Alexis de Tocqueville committee; President of the Caducean Society of Fort Lauderdale; and Leadership Broward Class XIV. He has received the following recognitions: recipient of the 2007 Valor Award, American Diabetes Association; recipient of the 2010 Leadership Broward Foundation Leader of the Year Award; 2011 South Florida Business Leader “Movers and Shakers”; Nominee for the 2011 Bank Atlantic Non-Profit Leader; recipient of the 2014 Father of the Year award for the American Diabetes Association; 2015 James J. Blosser Community Trusteeship Award.

**Location**

**Fort Lauderdale, FL:**

28 miles north of Miami, Fort Lauderdale is famous for its beaches, arts, culture, and events, from shopping on Las Olas Boulevard, to gondola rides on the canals, to a historic riverfront. Just two miles north of Port Everglades, one can experience a landscaped beachfront promenade with its signature white wave wall and brick paved path. Across the street, visit luxury hotels and enjoy shopping, dining, or a narrated 90-minute amphibious tour of quaint Las Olas Boulevard, historical districts, and the mansions and yachts dotting Millionaires Row. Stop at the Stranahan House, a preserved 1900s home furnished with antiques of the era. Or “follow the red brick road” of Riverwalk, the landscaped park, to the Arts and Entertainment District. Dive into the Atlantic, hike into the Everglades, or enjoy a workout and healthy fare at a resort spa.
As is true of many parts of Florida, the city's population has a strong seasonal variation as snowbirds from the northern United States, Canada, and Europe spend the winter and early spring in Florida. Since the 1990s, Fort Lauderdale has increasingly become a location that caters to those seeking the resort lifestyle seasonally or year-round and is often a host city to many professional venues, concerts, and art shows.

Fort Lauderdale's economy has diversified over time. From the 1940s through the 1980s, the city was known as a spring break destination for college students. However, the college crowd has since dwindled, with the city now attracting wealthier tourists. Cruise ships and nautical recreation provide the basis for much of the revenue raised by tourism. There is a 600,000 square foot convention center located west of the beach and southeast of downtown. Approximately 30% of the city’s 10 million annual visitors attend conventions at the center.

The downtown area, especially around Las Olas Boulevard, first underwent redevelopment starting in 2002 and now hosts many new hotels and high-rise condominium developments. The downtown area is the largest in Broward County, although there are other cities in the county with commercial centers.

Fort Lauderdale is a major manufacturing and maintenance center for yachts. The boating industry is responsible for over 109,000 jobs in the county. With its many canals, and proximity to the Bahamas and Caribbean, it is a popular yachting vacation stop, and home port for 42,000 boats and approximately 100 marinas and boatyards. Additionally, the annual Fort Lauderdale International Boat Show, the world’s largest boat show, brings over 125,000 people to the city each year.

Companies based in the Fort Lauderdale area also include AutoNation, Citrix Systems, DHL Express, Spirit Airlines, and National Beverage Corporation. The largest employers in the county are Tenet Healthcare, which employs 5,000 people; American Express, which employs 4,200; The Continental Group, which employs 3,900; Motorola, which employs 3,000, and Maxim Integrated Products, which employs 2,000. Gulfstream International Airlines, a commuter airline, is headquartered in nearby Dania Beach. An Online Trading Academy center is also located in the city.
Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Libby Roberts, Vice President at
617-262-1102 extension 225
or send nominations or cover letter and resume to
lroberts@LLLSearches.com.
All inquiries will be held in confidence.

Setting the Standard in Development Search

420 Boylston Street, Suite 604, Boston, MA 02116
617.262.1102
www.LLLSearches.com