

B.E. SMITH PARTNERS WITH cCARE AS BOTH EMBRACE NEW CHALLENGES

Even during COVID-19, B.E. Smith continues to expand its offerings to enhance healthcare operations around the nation. B.E. Smith recently began a partnership with California Cancer Associates for Research and Excellence (cCare), the largest full-service, private oncology and hematology practice in California.

Having provided our organization with a wide range of searches, we have established a strong partnership with cCare in providing qualified candidates across the entire healthcare continuum.



IDENTIFYING NEED

COVID-19 created a number of challenges throughout healthcare, which included the ability to recruit with limited resources. Annette Theis, cCare's Chief Executive Officer, was familiar with B.E. Smith from an Interim Director of Operations search in January 2020. As the pandemic worsened in the United States, B.E. Smith and cCare found the right leaders in a critical time.

cCare provides extensive services and care for every step of cancer treatment, including oncology, chemotherapy, radiation oncology, infusion, and imaging. B.E. Smith, the nation's top executive healthcare search firm, successfully helped cCare fill the following searches across different levels of leadership:

- **Interim Director of Operations**
- **Nurse Manager**
- **Lab Manager**
- **Senior Revenue Cycle Analyst**
- **Chief Operating Officer**
- **Chief Financial Officer**
- **Lead Radiation Therapist**

Each position was filled within 45 days.

ADAPTING TO THE ENVIRONMENT

B.E. Smith helps secure healthcare leadership talent vital to meet strategic objectives, improve patient care, enable organizational growth, and spur innovation based on the needs of its clients.

With cCare, our goal is to be their trusted talent solution in all senses and find talent to which healthcare organizations do not generally have access. And to do this, we have to understand the organization's culture and leadership structure.

This has been working with River Meisinger, Executive Search Director at B.E. Smith, who she says has been one of the distinguishing factors in the partnership with B.E. Smith.

B.E. SMITH'S PROCESS

The pandemic has provided several challenges to recruiting, but we have leaned on our search processes to bring strong candidates to not only cCare, but many other clients as well. In partnering with cCare, we were able to target specific types of leaders and find leaders that fit the organization's needs in a short amount of time.

- When a client comes to us, we understand that they have an immediate need. Instead of waiting for applicants, our recruiters proactively find the right talent using their network. They are building a database of qualified candidates based on specialty, which significantly reduces the time to fill a search.
- Though our recruiters normally look for candidates at a national level, COVID-19 has forced clients to adapt their search to find candidates who can travel.
- For the Senior Revenue Cycle Analyst search, an uncommon search for B.E. Smith, we built a pipeline of 400 back-office revenue cycle leaders across the state of California, interviewing about 20 candidates. We sent the top candidate to cCare for an interview, and the organization hired them shortly after.
- Additionally, since cCare specializes in oncology, our recruiters expanded our pipeline of Oncology Certified Nurses and lab leaders. This has given us an additional pool of candidates that can benefit additional clients, while serving as a basis that our recruiters can efficiently build out pipelines based on need.

B.E. Smith is a trusted partner in the recruiting and, through building close relationships, wants to be a single talent solution for clients. As we help cCare during this critical time, we continue to help organizations with similar needs.