## Chief Executive Officer Position Profile 2021
### November 30, 2020

**THE OPPORTUNITY:**

With the anticipated retirement of our current Chief Executive Officer, CALTCM is seeking an exceptional leader to guide our efforts to transform Post-Acute/and Long-Term Care (PALTC) in California.  This individual will carry out the mission of CALTCM of promoting quality patient care across the long-term care continuum, including skilled nursing facilities, assisted living communities, and beyond, through medical leadership and education.

CALTCM is the medical voice of long-term care in California.  We promote excellent and individualized medical care via an interprofessional team approach that integrates developments in medical science with personalized care.  We provide quality education with emphasis on implementation and support of the Quality Assurance/Performance Improvement (QAPI) process.  Through our annual educational Summit, our branded SNF 2.0® mentoring program, our branded Leadership and Management in Geriatrics (LMG) course, and our bimonthly newsletter, the "WAVE", we promote effective leadership, ethical care delivery, overall health equity, and the rights of our patients.

**ORGANIZATIONAL OVERVIEW:**

We began our work in 1975 as CAMD (California Association of Medical Directors) and changed our name in 2000 to CALTCM to reflect our commitment to an interprofessional and collaborative approach to accomplishing our Mission and Vision.  We are a 501 C (3) non-profit organization with an active board of directors, and a part-time CEO.  Our membership has averaged about 350 in recent years.  We work through our committees which include:  Executive, Education, Clinical Practice, Membership, Public Policy, WAVE, Wellness, Nomination and Finance.  We are a state chapter of AMDA - The Society for Post-Acute and Long-Term Care Medicine and have working relationships with multiple state organizations and stakeholders including the California Department of Public Health (CDPH), California Department of Social Services (CDSS), California Association of Health Facilities (CAHF), Leading Age California, American Society of Consultant Pharmacists  (ASCP), National Association of Directors of Nursing Administration  (NADONA), the Geriatric Advanced Nurses Association (GAPNA), California Psychological Association, Alzheimer's Association, The California Partnership to Improve Dementia Care, and the Coalition for Compassionate Care of California.

As one of the first organizations in California to recognize the danger of COVID-19 to older adults in nursing homes and other congregate living settings, CALTCM launched its weekly educational webinar series providing sound clinical advice to nursing home professional so that they could keep staff and residents safe from COVID-19.  In early March, we developed the quadruple aim (https://www.caltcm.org/assets/CALTCM%20COVID19%20QUADRUPLE%20AIM%20.pdf ) for mitigating COVID in our facilities and then worked with CDPH on its implementation.  Our leaders then began helping CDPH's HAI Program (Healthcare Associated Infection) with twice weekly infection prevention calls and other educational initiatives.   We have been able to influence some of CDPH's

guidance on other areas such as advance care planning, testing, and visitation. CALTCM has received statewide and national recognition for its leadership role throughout the COVID-19 pandemic and efforts to keep our older adults and communities safe. CALTCM is committed to knitting together state, public and private organizations to achieve our mission to promote quality and safety in nursing homes.

Our organization has moved quickly to address the needs of our vulnerable elders and our providers during the pandemic. We learned from our weekly webinars and understanding of the pandemic, that our educational efforts would need to be virtual. We successfully adjusted our LMG course in July to the virtual format and received great reviews from this well attended course. Similarly, we converted our October annual Summit to the virtual format with multiple breakout rooms and good Q&A sessions.

We have recently submitted a grant proposal for Civil and Monetary Penalties (CMP) funds ($3 million) to expand our LMG, SNF 2.0, and other educational programs for nursing homes, which will be well timed to piggy back on the AHRQ (Agency for Healthcare Research and Quality) Project ECHO program currently becoming operational at almost all SNFs in California.

**MISSION:** To promote quality patient care across the long-term care continuum through medical leadership and education

**VISION:** to be the medical voice of post-acute and long-term care in California by providing quality team based engaging education, mentoring for quality improvement, white papers, advocacy, and leadership training

**TIME COMMITMENT:**

Salaried position without benefits but with incentive options.

0.4 FTE position, but hours may vary week to week depending on program priorities and scheduled events. This translates roughly to 60-70 hours/month.

**GOVERNANCE:**

CALTCM is governed by its volunteer Board of Directors, consisting of California post-acute and long-term care healthcare leaders.

The CEO is a voting member of the Board. The Board is led by its President, who is responsible for the evaluation and setting of CEO performance expectations.

The Board meets every 2 months in virtual format except for in person educational meetings and strategic planning gatherings (Virtual option available for those unable to attend). The board is responsible for:

- Establishing CALTCM's vision, mission, and goals
- Leading development, revision and implementation of CALTCM's strategic plan
- Ensuring financial viability and sustainability through fiscal stewardship

The Executive Committee meets virtually every 2 month (in months when the full board does not meet) and at other times when circumstances dictate. This committee advises the CEO with organizational and operational issues. Members include the Board President, President-Elect, Vice President, Immediate Past President, Secretary, and the Treasurer.

**REPORTING RELATIONSHIPS:**

CEO reports to the Board.  The contracted staff reports to the CEO.

**RESPONSIBILITIES OF THE CEO:**

The Chief Executive Officer (CEO) provides leadership, strategic vision and direction to fulfill the mission and vision of CALTCM.  The CEO ensures organizational integrity, efficient operation, financial strength, and the development and implementation of the goals to secure long-term vitality.  The CEO expectations include:

- Build an accountable organization with superb execution as its core strength.
- Develop partnerships and affiliations regionally, statewide, and nationally when beneficial to CALTCM.
- Serve as a visible leader of CALTCM in the community, state, and nation when our voice for medical quality and leadership should be heralded.
- Create a collaborative and mutually beneficial working relationship with all stake holders.
- Oversee the annual budget and ensure appropriate financial performance and manage financial resources.
- Strengthen the organization's marketing, public relations, promotions and outreach efforts.
- Follows up on identified and reported potential donors, exhibitors, and industry sponsored symposia and other events.
- Ensure the organizations commitment to a diverse and inclusive workforce is implemented.
- Oversee the work of our contracted project manager (s) and help market and oversee our educational offerings as well as our branded SNF2.0 and LMG programs.
- Coach committee chairs so they and their committees efficiently contribute to the success and growth of CALTCM.
- Assist the Public Policy and Executive committees to develop a 501 C (4) non-profit advocacy organization in 2021 that will support the mission and vision of CALTCM.

**GOALS AND OBJECTIVES:**

The CEO is expected to demonstrate measurable progress and positively impact important areas of focus within the first 12-18 months.

- Determine organizational and financial structure for future success.
- Account for management of human resources.
- Participate in the review, validation, updating, and/ or refocusing CALTCM's strategic plan for the next 3-5 years.
- Establish strong working relationships with key stakeholders:  AMDA, CDPH, CDSS, CAHF, Leading Age, Coalition for Compassionate Care of California, NCCGAPNA, NADONA, and Alzheimer's Association (Northern CA and Southland).
- Set and achieve development fund goals and explore new strategies for funding streams.

**CANDIDATE QUALIFICATIONS:**

Education:

Executive leadership experience with a Masters or higher degree in healthcare or business is preferred, but will consider someone with commensurate experience and expertise.

Experience:

- Expertise as a senior leader in a complex healthcare or nonprofit environment.
- Experience with providing vision, leadership, and management directly related to strategic planning, organizational purpose, dynamics, and growth.
- Experience with project development, fund raising, and association management.
- Experience managing organizational budgets and budget planning.
- Experience in organizational growth with the ability to attract new health professionals to join with emphasis on individuals in early stages of their careers.

Professional Profile:

- Excellent interpersonal and oral and written communication skills.
- Passionate expertise as a champion for the health and wellbeing of older adults.
- High level of personal integrity, courage, and character with a clear focus on geriatrics and the post-acute and long-term care space.
- Ability to lead multiple teams.
- Availability to travel for association events and networking throughout the state.

**TIMELINE AND INTERVIEW Process**:

- Please submit letter of intent and CV by noon January 25th.
- Interviews will begin in late-January.
- We plan to select the CEO in February.

For more information on CALTCM and this position, please visit our web page (caltcm.org) and contact our program manager, Barbara Hulz, at:  BHulz@caltcm.org.