

Position Criteria Summary

# VP, EXTERNAL COMMUNICATIONS

# Overview

## Organization

Bon Secours Mercy Health

## Position Title

VP, External Communications

## Reports to

Sandra Mackey, Chief Marketing Officer

## Other Key Relationships

Executive Leadership Council

Market Leadership

Governmental Affairs

Finance and Treasury

## Location

Remote – United States

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# Introduction

Bon Secours Mercy Health (BSMH) is one of the 20 largest health systems in the United States and the fifth largest Catholic health system in the country. With revenue of \$13 billion dollars, the organization's care is provided by more than 60,000 associates serving communities in Florida, Kentucky, Maryland, New York, Ohio, South Carolina, and Virginia, as well as throughout Ireland.

BSMH, through its network of more than 1,200 care sites, which includes 49 hospitals, as well as home health agencies, hospice, skilled nursing and assisted living facilities, provided more than 11 million points of care to its patients in 2020. Consistent with its commitment to serve each patient with dignity, BSMH provides more than \$600 million in community benefit across 5 states.

FIFTH LARGEST U.S. Catholic health care system;  
the LARGEST not-for-profit private provider in Ireland



MORE THAN **1,200** SITES OF CARE  IN THE US  
AND IRELAND



Approximately **\$13 BILLION**  
in proforma net operating revenue

MORE THAN **\$600 MILLION** IN  
ANNUAL COMMUNITY BENEFITS ACROSS **5** STATES

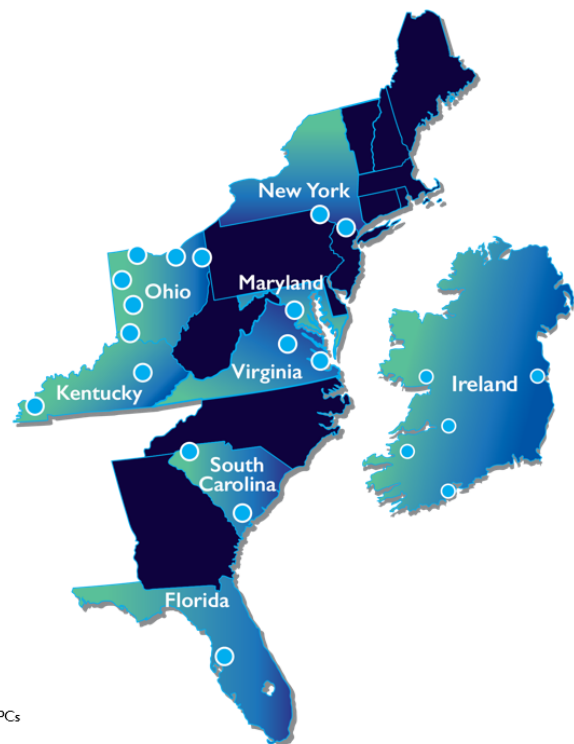


**49** HOSPITALS

**3,000\*** PROVIDERS IN THE US  
**450** CONSULTANTS IN IRELAND  
**60,000** TOTAL ASSOCIATES



\*BSMH Medical Group physicians and APCs



# Who We Are

## What We Believe

Bon Secours Mercy Health's Mission, Values and Vision align the ministry's work and actions to the needs of the people, communities and organizations it serves.

## Our Mission

We extend the compassionate ministry of Jesus by improving the health and well-being of our communities and bring good help to those in need, especially people who are poor, dying and underserved.

## Our Vision

Inspired by God's hope for the world, we will be a ministry where associates want to work, clinicians want to practice, people seek wellness and communities thrive.

## Our Values

**Human Dignity:** We commit to upholding the sacredness of life and being respectful and inclusive of everyone.

**Integrity:** We commit to acting ethically and modeling right relationships in all of our individual and organizational encounters.

**Compassion:** We commit to accompanying those we serve with mercy and tenderness, recognizing that "being with" is as important as "doing for."

**Stewardship:** We commit to promoting the responsible use of all human and financial resources, including Earth itself.

**Service:** We commit to providing the highest quality in every dimension of our ministry

# Position Responsibilities

**The Vice President, External Communications will oversee and enhance our organization's reputation across various channels. This is a pivotal role to shape the organization's public image and brand perception by developing and implementing strategic initiatives to build and safeguard corporate reputation while mitigating risks.**

## **Position responsibilities include:**

- > Strategic Communications Planning:
  - The VP, External Communications will lead the development, implementation and execution of strategic communication initiatives to enhance BSMH's reputation, engage stakeholders and drive awareness of key initiatives and services; aligning all brands that sit under the Bon Secours Mercy Health corporate entity.
  - Key functions within this role include managing a team that is focused on storytelling, building a national and local reputation for the ministry as well as proactive and reactive public relations to propel BSMH as one of the leading health care institutions in the nation.
  - Develop and execute comprehensive external communication strategies aligned with the organization's business objectives, brand positioning, and values.
  - Collaborate with interdepartmental team, senior leadership, marketing, and other cross-functional teams to identify key messages, target audiences, and communication channels to effectively reach stakeholders.
  - Build, maintain, and manage a positive online presence and reputation for the ministry while driving positive engagement with external stakeholders to increase loyalty and build brand champions.
  - Monitor, analyze, and respond to public sentiment, media coverage, and online conversations related to the ministry, its services, and key executives.
  - Establish and maintain relationships with media outlets, industry influencers, and key stakeholders to proactively manage the company's reputation.
  - Identify external brand champions and influencers as advocates and proactively drive storytelling
  - Conduct regular assessments of market trends, competitor activities, and stakeholder perceptions to inform communication strategies and maintain relevance in a dynamic healthcare landscape.
  - Responsible for media training to align all spokes people with the organization's strategy and key message points.
- > Media and Public Relations:
  - Serve as the primary spokesperson and media relations lead for the organization, cultivating relationships with journalists, editors and industry influencers to secure positive media coverage and manage crisis communications effectively.
  - Develop press releases, media kits and other materials to announce organization news, clinical advancements, and thought leadership initiatives ensuring accuracy, consistency and compliance with regulatory requirements
  - Monitor media coverage, social media channels, and online forums to track sentiment, identify emerging issues and proactively address misinformation or negative publicity
  - Oversees a media and crisis communications agency to develop and maintain crisis management plans and a BSMH reputation scorecard
- > Stakeholder Engagement
  - Build and maintain relationships with key external stakeholders, including patients, providers, advocacy groups, associations etc. to foster trust, collaboration and advocacy for BSMH's mission and objectives
  - Develop engagement strategies and communication plans tailored to specific stakeholder groups, leveraging appropriate outlets to drive awareness, education and advocacy
- > Regulatory Compliance and Reputation Management:
  - Ensure compliance with healthcare regulations, data privacy laws and industry standards in all external communications, marketing materials and digital content
  - Monitor online reputation and consumer feedback, proactively addressing concerns, resolving issues, and safeguarding BSMH's reputation through transparent communication and responsive customer service
  - Consultative support to brands under the BSMH corporate entity to protect the organizations reputation
- > Measurement and Reporting
  - Establish KPIs, tracking and analytics to measure brand engagement and media penetration, reach and effectiveness among key stakeholders to inform media strategy, and drive actionable and tangible media results.
  - Establish key performance indicators (KPIs) and metrics to evaluate the effectiveness of external communication initiatives,
  - Responsible to provide board visibility into metric-driven reputation scorecard



# Essential Qualifications

## Experience/Education/Certifications

- > **Required Minimum Education:** Bachelor of Science Marketing, Communications, Business or related field. Masters, Business/Healthcare Administration (preferred)
- > 10 years of public relations experience and progressive leadership in managing a team
- > Some agency experience is preferred

## Attributes

- > BSMH Leadership Behaviors:
  - > Committed to the Ministry
  - > Striving for Excellence
  - > Deepening our Impact
  - > Driving for results
  - > Creativity and Persistence
  - > Analytical Thinking
  - > Achievement Orientation
  - > Initiative
  - > Foster Innovation

## Skills and Knowledge

- > Understanding of Marketing Plans/Concepts
- > Communication skills – articulate complex concepts
- > Engage Diverse audiences across various channels
- > Technical and digital standards
- > Ability to manage multiple projects simultaneously
- > Financial Acumen
- > Research and analytical skills
- > Creative Problem solving
- > Collaborative mindset
- > Integrity
- > Professionalism
- > Discretion in handling confidential information and sensitive communications
- > Resiliency

## The selected candidate will be offered a competitive compensation package that includes:

- > Base Salary commensurate with experience
- > Incentive Shared Success Bonus Potential
- > Leadership Time Off
- > Generous Retirement Plan

# Desired Leadership Qualities

- > **Empowered:** Share ideas with honesty and compassion to represent our Ministry in voice and heart. Be accountable for actions and decisions.
- > **Unified:** Value, trust, respect and include others. Seek diverse opinions to find best solution and coach each other to be great.
- > **Agile:** Embrace change, innovate with courage and deliver strong performance with urgency.
- > **Drive for Results:** Lead, support change and embrace innovation. Operate with efficacy and accuracy to achieve results.
- > **Deepen the Impact:** Be open, empowering and transparent, inspiring others with a compelling vision. Act with courage and emotional intelligence. Develop diverse leaders and teams.
- > **Strive for Excellence:** Exercise strategic leadership and collaborate with inclusion and respect. Display intellectual rigor while maintaining focus on those we serve.



**Our commitment to diversity and inclusion** helps us better connect to our patients, communities, partners and ourselves so we can fulfill our Mission. D&I includes Education and Training, Leadership Councils for Diversity and Inclusion, Ministry Resource Groups, Language Services and Affirmative Action/Equal Employment Opportunity.

# About the Chief Marketing Officer



Sandra Mackey is the chief marketing officer for Bon Secours Mercy Health. In this role, she is responsible for marketing, communications, consumer engagement, brand and creative strategy that propel Bon Secours Mercy Health to the forefront of healthcare marketing.

With a wealth of experience spanning more than 30 years, Sandra demonstrates unwavering dedication to transforming the healthcare landscape through strategic marketing initiatives. She has consistently driven brand innovation, enhanced patient engagement, and fostered community partnerships that inspire and empower individuals to prioritize their health and well-being.

Sandra leads with vision, creativity, and a deep understanding of the evolving needs of healthcare consumers.

Before joining Mercy Health in 2017 as chief marketing officer, Sandra served as senior vice president of marketing and communications for the Arthritis Foundation, where she was responsible for national strategic marketing initiatives. Previously, she was the executive director of market strategy for Emory Healthcare in Atlanta, where she led a team to support service line marketing and strategic growth initiatives; established a digital marketing platform and launched a comprehensive brand strategy, repositioning the health system. She also served in public relations roles in the public and private sectors.

She earned a Bachelor of Science degree in Nursing at Birmingham University, United Kingdom and is a graduate of the Woodruff Leadership Academy.

Sandra was named “2018 Chief Marketing Officer of the Year” by the Cincinnati Business Courier and was listed as one of the top 60 CMOs to know by Becker’s in 2023.

Sandra serves on the board of directors at Catholic Charities USA, Brado, Mercy Neighborhood Ministries and is board chair for FC Cincinnati Foundation.



# About the President and Chief Executive Officer



John Starcher is CEO of Bon Secours Mercy Health, a provider of health care solutions and services and one of the largest health systems in the U.S. and Ireland. He is accountable for setting strategy and providing leadership for the ministry and its three operational areas: digital technology, diversified growth and core operations, which includes 49 Mercy Health and Bon Secours hospitals and more than 1,200 sites of care in seven states in the U.S. and five cities in the Republic of Ireland. Bon Secours Mercy Health employs more than 60,000 people, including 3,000 employed U.S. providers and 450 Irish consultants, and has pro forma net operating revenue of approximately \$13 billion.

Previously, Starcher served as president and CEO of Mercy Health, the largest provider of health care in the state of Ohio. Before that, he served as president and chief executive officer of Health Management Associates (HMA), an integrated acute care delivery system with 71 hospitals across 15 states. He guided HMA through its successful sale to Community Health Systems.

Before joining HMA, Starcher served as the CEO of three of Mercy Health's four divisions – overseeing more than 20 acute care hospitals, five long term care facilities, six home health agencies and dozens of affiliated clinical practices with more than \$3 billion in net revenue. He also served as the CEO of the Northeastern Pennsylvania Region, the senior vice president of human resources and corporate associate counsel.

Starcher began his health care career in academic medicine, serving six years in leadership roles at the Medical College of Ohio, now the University of Toledo Medical Center. He has a bachelor's degree in business administration from Bowling Green State University and a Doctorate in Jurisprudence from the University of Toledo. Starcher is licensed to practice law in the State of Ohio and has actively served as a director on more than 25 boards.

# About Bon Secours Mercy Health

Bon Secours Mercy Health's Mission and values come to us from the compassionate ministries established more than 150 years ago by congregations of women religious. Bon Secours Mercy Health (BSMH) is committed to continuing its legacies that fuel its passion for being of service to all who need our care and help, especially the poor, underserved, and dying. BSMH's dedication to excellence and service drives BSMH to continually enhance how health care is delivered, promoting new levels of health care safety, quality, and cost-effectiveness. BSMH physicians, nurses, and health caregivers embrace the calling entrusted to them, providing compassionate healing and service as modeled by their foundresses.

They are a proud ministry with a rich history of compassion and Catholic heritage directly linked to women religious who, in the eighteenth and nineteenth centuries, began ministries dedicated to serving people who are poor, underserved, and dying. In furthering the legacies, BSMH embraces its calling to extend Jesus' healing ministry through compassion and service. In the communities served by Bon Secours Mercy Health, we extend nearly \$600 million annually in care and programs to individuals and support entire communities. BSMH's founding sisters and sponsors include the Sisters of Bon Secours, Sisters of Mercy, and the Sisters of the Humility of Mary.

On September 1, 2018, Bon Secours Health System and Mercy Health combined to become the United States' fifth largest Catholic health care ministry and one of the nation's 20 largest health care systems. Bon Secours Mercy Health serves communities across seven states and Ireland.

Bon Secours Mercy Health is dedicated to continually improving health care quality, safety, and cost-effectiveness. Our hospitals, care sites, and clinicians are recognized for clinical and operational excellence. By utilizing robust measurement and reporting processes, BSMH holds itself accountable for enhancing care and improving outcomes for our patients, residents, and clients. Through partnerships and by investing in innovative processes, technology, and products, BSMH is continually striving to drive health care quality while reducing costs and addressing health care issues facing entire communities (such as enhancing access to behavioral health care services and fighting opioid dependency).



Bon Secours Mercy Health Home Office



Home Office Chapel

# Contact Information

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