

Washington State University

Elson S. Floyd College of Medicine

Spokane, Washington



Challenge

A growing need for physicians in Washington. Hire highly specialized academic physicians capable of propelling the institution forward while exemplifying WSU College of Medicine's well-respected community-based medical education culture.

Solution

Partnered with Kaye/Bassman International Corp. (KBIC) to implement a thoughtful, strategic and efficient search process for the right candidates.

Results

Identified dynamic physician leaders with the ideal mix of clinical experience, values and influence to drive the community-based medical school into its next phase of growth and innovation, while improving the health outcomes of medically underserved areas of Washington.



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WASHINGTON STATE UNIVERSITY

“With physician shortages plaguing the state, it’s a struggle to attract doctors to rural areas. Our relationship with Kaye/Bassman helped us go into every search with the confidence needed to shape the future of medical education.”

John Tomkowiak, MD, MOL

Founding Dean, WSU Elson S. Floyd College of Medicine

Company

The Washington State University (WSU) Elson S. Floyd College of Medicine was founded to improve access to health services in medically underserved communities in Washington. Today these same values permeate every aspect of the community-based medical school's vision of inspiring people to solve problems in challenging healthcare environments. WSU has delivered advanced education to diverse communities across the state for more than 125 years. Its new medical school leverages that experience by training physicians to deliver health care to Washington's underserved communities, achieving new milestones in medical research, innovation, interprofessional education and delivering patient-centered care. Accredited in October 2016, the school welcomed its first class of 60 in August 2017.

The College of Medicine is building an environment where medical students training to become the next generation of physicians will work closely with faculty in a variety of interprofessional learning environment settings: academic, community and clinical. When the WSU College of Medicine needed to hire new faculty, Founding Dean, Dr. John Tomkowiak, knew that identifying professionals with the right combination of clinical expertise, national reputation and influence was paramount to continuing the college's legacy of advancing transformative and visionary leadership in medical education.

Since 2016, the Kaye/Bassman Academic Medicine Practice has Partnered with the WSU College of Medicine to provide Expertise in Identifying, Attracting and Placing the Most Qualified Academic Physicians and Leaders.

ABOUT KAYE/BASSMAN

Kaye/Bassman was founded in 1981 with the mission to positively impact companies and enhance careers by providing the finest in professional, executive, technical and scientific search.



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Challenge

The physician deficit is forecasted to top 104,000 physicians by 2030, including shortages of both specialists and primary care physicians. This means recruiting will continue to be increasingly complex and challenging. The scope of the search was much larger than filling an open position; it was a decision with far-reaching implications for not only the academic medical school's future, but also for the medical training of future physicians who will alleviate the physician shortage in Washington, especially in rural and underserved areas.

Dr. Tomkowiak and his team were seeking qualified candidates with extensive academic healthcare and medical education experience at the Assistant/Associate Professor level and above for the following critical roles: Associate Dean for Curriculum, Clinical Education/Clerkship Directors in Internal Medicine, Surgery, OBGYN and Pediatrics, and a Director of the Simulation Center.

Solution

Through a competitive RFP process, WSU College of Medicine enlisted Kaye/Bassman's help in the recruitment of top talent for foundational critical positions forming the infrastructure of a new medical school in Spokane, WA. Based on Kaye/Bassman's unmatched resources, proven methodology and access to a diverse network of the highest quality physicians to execute WSU's mission of patient-centered care delivery, Dr. Tomkowiak knew he could trust the search and executive recruitment firm to smoothly guide the process.

Kaye/Bassman specializes in all functional areas of expertise and across the full spectrum of healthcare delivery systems, from clinical faculty to executive, so the team has a comprehensive perspective on the challenges, trends and opportunities facing 21st century healthcare.

"Kaye/Bassman's understanding of our industry, our competitors and our mission, vision and values was critical to the success of these placements," Dr. Tomkowiak says. "We were able to strategically fine tune the search parameters to ensure the success of this role – and ultimately our institution. What's more, Kaye/Bassman's in-depth market knowledge and industry relationships provided valuable insight into potential candidates' reputations and capabilities."

In addition to collaboration, ongoing communication was central to the search project.

Kaye/Bassman provided Dr. Tomkowiak with frequent reports outlining candidates and tracking interaction with them. Furthermore, Kaye/Bassman expertly established and nurtured relationships with the candidates. "Kaye/ Bassman did a great job of serving the candidates as well as us," Dr. Tomkowiak describes.

Results

After an efficient and well-executed search and recruiting process, WSU College of Medicine hired its new: Associate Dean for Curriculum, Dr. Judith Bowen, formerly Director, Education Scholars Program at Oregon Health & Science University; Clinical Education Director for Internal Medicine, Dr. Lonika Sood, formerly Clinical Adjunct Assistant Professor of Medicine at the University of Wisconsin School of Medicine & Public Health-Madison; Clinical Education Director for Surgery, Dr. Anjali S. Kumar, formerly Director, Colon and Rectal Surgery Program at Virginia Mason Medical Center; Clinical Education Director for OBGYN, Dr. Frank Andersen, formerly Interim Chief Medical Officer at Providence Regional Medical Center Everett; Clinical Education Director for Pediatrics, Dr. Chris Anderson, formerly Director of Pediatric Electrophysiology at Providence Sacred Heart Medical Center and Children's Hospital; Simulation Center Director, Dr. Chris Martin, formerly Director for Manikin-Based Simulation and Clinical Procedural Skills at the Edward Via College of Osteopathic Medicine Spartanburg, SC.