

POSITION PROFILE

**SOCIETY OF INTERVENTIONAL RADIOLOGY
EXECUTIVE DIRECTOR**

Fairfax, VA

www.sirweb.org

THE ORGANIZATION

The Society of Interventional Radiology (SIR) is a national professional organization representing practicing interventional radiology physicians, PhD scientists, allied health professionals, and medical physicists dedicated to improving public health through pioneering advances in image-guided therapy. Located in Fairfax, VA, SIR promotes education, research, and communication in the field while providing strong leadership in the development of health care policy. The combined revenue for the Society and its research arm, the SIR Foundation, is nearly \$9M. SIR serves 4,700 members and has 34 staff. There are 19 members of the Society's governing body, the SIR Executive Council, which is supported by committees and task forces. There are 15 members of the SIR Foundation's governing body, the SIR Foundation Board.

Although subject to intense competitive pressures, Interventional Radiology (IR) is synonymous with modern medicine. IR is the medical specialty credited with pioneering minimally invasive medicine – medical treatment without scalpels—by reaching the source of a medical problem through the blood vessels or directly through a small nick in the skin to deliver a precise, targeted treatment. Interventional radiologists are responsible for much of the medical innovation and development of minimally invasive treatments that are commonplace today. IR has dramatically revolutionized the practice of medicine, the standard of care, and the patient outcomes achieved for many disease processes. IR treatments delivered by board-certified experts can deliver solutions with less risk, less pain, and less recovery time than traditional surgery. IR treatments are cost-effective and use globally impactful technologies. The specialty was founded in the early to mid 1960s. Interventional radiology invented angioplasty and stenting, and management of peripheral artery disease is a core competency. Interventional radiologists also manage a diverse collection of other conditions including Cancer (Interventional Oncology), Uterine Fibroids (Uterine Fibroid Embolization or UFE), Stroke (Catheter-directed thrombolysis, carotid stenting), and Venous disease (DVT management, and endovenous ablation).

SIR provides a broad range of programs, products, and services to meet the needs of its members and support the specialty, including an annual scientific meeting with an attendance of more than 5,000, the peer reviewed scientific Journal of Vascular and Interventional Radiology. The Society is also actively involved in reimbursement and health policy, regulatory affairs, professional and patient education, meetings, practice development, publications, public relations, communications, research, technology assessment, emerging technologies, safety and health, clinical practice guidelines, quality assurance, and other activities. The Society also maintains extensive outreach programs

with government, industry, other medical societies, and international radiology organizations, as well as disease-based and consumer advocacy organizations.

Founded in 1973 as the Society of Cardiovascular Radiology, the organization changed its name in 1983 to the Society of Cardiovascular and Interventional Radiology to address the increasing scope of the specialty and the growing importance of therapeutic activities. The membership voted to change its name to the Society of Interventional Radiology in April 2002. In addition to serving as Executive Director of SIR, the individual serves on the Board of Directors and oversees the administration of the SIR Foundation, the societies' 501(c)(3) arm.

PROFILE METHODOLOGY

The SIR Executive Director Position Profile was developed using organizational data and feedback from personal interviews with the search committee, and staff as well as from interviews and a survey questionnaire distributed to key stakeholders that include the Board of Directors, Foundation Board, Past Presidents, future leaders, and external stakeholders. The interviews and survey were conducted to identify and prioritize the skills, knowledge, and background qualifications desired in SIR's Executive Director. Information on organizational and cultural factors as well as current challenges and opportunities facing the Society was also gathered.

THE POSITION

The Executive Director is responsible for managing the day-to-day activities of the Society in addition to overseeing the SIR Foundation. The Executive Director and staff have a strong working relationship with SIR physician leaders and operate well in a volunteer-driven culture. Providing financial, administrative and operational management, the Executive Director continues to play an external role representing the organization's interests with related societies. SIR is in a good financial position, yet given the uncertain economic climate all organizations face, the Executive Director must continue to monitor current programs and services as well as identify new streams of non-dues revenue. Continued emphasis should be placed on matching programs to resources and resources to priorities.

The new Executive Director will help the organization continue the strides it has made in creating a climate of growth for interventional radiology, while managing intense competitive pressures. These efforts include advocacy, policy, and economic activities in addition to an increased emphasis on communications activities that raise the visibility of the profession within the medical community and its value to the consumer audience.

Promoting SIR's reimbursement activities within the Centers for Medicare and Medicaid Services as well as visibility building efforts at the National Institutes of Health continue to play a critical role for SIR. Maintaining relationships with other organizations (American College of Radiology, American College of Cardiology and Society for

Vascular Surgery, among others), some of which become more complex as issues of competition strengthen, present a key role for the Executive Director.

The ED works closely with five direct reports including the Associate Executive Director, Assistant Executive Director of Research and Executive Director of the SIR Foundation, Assistant Executive Director of Meetings and Education, Director of Finance for SIR and the Foundation, Executive Assistant and Secretary to Executive Council. SIR seeks a leader that holds staff accountable, encourages development, and fosters an environment of open communication and trust.

BEHAVIORAL/PERSONALITY TRAITS

SIR seeks an intelligent and innovative leader with high energy. The Executive Director contributes to the vision of SIR's physician leaders, and encourages a culture of respect and open dialogue. The successful candidate is a skilled communicator, able to read between the lines, and remain calm under pressure. IR is a specialty that is constantly evolving, which requires the ED to be strategic, embrace technology and view change as opportunity. The ED is an assertive advocate for interventional radiology and is able to relate well with other professional societies and their members and defend the specialty forcefully at public forums.

REQUIRED QUALIFICATIONS

- Preferred MBA, Master of Health Services Administration, Master of Health Services Management and Policy, Master of Public Health, similar Master's Degree, or an MD/DO degree.
- A minimum of seven to ten years of leadership and management experience in progressive, complex organizations.
- Prior experience as a CEO or COO is desirable.
- Experience in the health care environment and knowledge of medical issues is highly desirable.
- Ability to articulate a vision, be innovative, and lead a member-centered organization of diverse member interests.
- Legislative and advocacy experience and ability to build strong relationships with influential groups, especially on Capitol Hill, with governmental agencies and with other healthcare entities.
- Presents well as the face of the organization with outstanding communication and interpersonal skills, including the ability to listen to and hear all constituents.
- Has an inclusive leadership style which inspires confidence and commands respect.
- Possesses intellectual and strategic skills, with the ability to concisely articulate complex issues and distill detailed discussions into clear strategic decisions.
- Experience working with volunteer leaders; understanding and capable of facilitating staff's role in relation to the role of volunteers.
- A high degree of integrity and commitment to the highest standards of operations.

- Financial management expertise and the initiative to develop membership and non-dues revenue.

ORGANIZATIONAL CHARACTERISTICS

Dynamic, innovative, visionary and energetic are words used to describe SIR by its key stakeholders. Members hold staff in high regard for their expertise, ability, and commitment to the organization. The Society has long enjoyed a high degree of volunteer collaboration in operations. Entrepreneurial, proactive in responding to issues affecting the profession, member-driven and supportive are other phrases that relate to the culture. Survey respondents believe that the new Executive Director will have the opportunity to further motivate and build a cohesive team, while helping the organization develop new revenue streams that will support programs and contribute to reserves. The ED needs a track record of success in helping an organization manage change, especially at a time of intense competitive pressures.

KEY OPPORTUNITIES/CHALLENGES

Interventional Radiology is a cutting edge, exciting medical specialty of inventors and innovators. Opportunities abound for a business-minded leader with vision and strong collaboration skills. Thinking beyond meeting sponsorship, opportunities exist to work with industry to further drive innovation. Membership is passionate and committed and believes in the importance of securing the future of the specialty for the physicians, patients and public.

IR as a specialty faces several major health policy challenges that may affect the practice of IR, specifically the ability to continue to perform certain procedures, and/or be adequately reimbursed for their services. Because IR embraces such a wide range of treatments, it is always a challenge to focus resources, but the price for not doing so could be an overextended leadership and staff.

Summary

The Executive Director of the Society of Interventional Radiology offers a terrific opportunity to lead an entrepreneurial professional society representing a cutting-edge medical sub-specialty. SIR enjoys a strong volunteer network that interacts closely with staff to achieve success. Offering a strong commitment to customer service, SIR's employee-friendly work environment offers the freedom and tools to succeed.

With a solid foundation in place, SIR seeks a leader who can continue the success of the annual scientific meeting; manage the growth of the society (revenue, programs, and services); develop, hire, and retain staff; and further increase the public awareness of interventional radiology.

TIMETABLE

EVENT	ANTICIPATED DATE
SIR selects first round of candidates	Week of September 27 th
First round of candidates interviews with search committee	October 12 th and 13 th
Interviews with 2-3 semifinalists	October 25 th and 26 th
Executive Director identified	October 29 th by Search Committee November 9 – 11 th – Executive Council
Preferred Executive Director start date	January 1, 2011

SEARCH PROCESS

This search is being conducted by Tuft & Associates. Submit your cover letter and resume in confidence to:

Tuft & Associates
 ATTN: Kathleen R. Henrichs, PhD
 1209 Astor Street, Chicago, IL 60610
 Phone: 847-869-2562; FAX: 847-864-2762
cmarg@tuftassoc.com

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