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*Health*  
*First*

# Position Profile

Vice President/Chief  
Technology Officer

*Health First has retained Kirby Partners to identify, qualify and present individuals for this position. This Position Profile is designed to assist qualified individuals in assessing their interest in the position.*

# Organization Overview



Health First is Brevard County's not-for-profit, community healthcare system.

Their Integrated Delivery Network includes four acute care hospitals (808 beds), a Level II Trauma Center, a Level II NICU, a robust Medical Group, four fitness centers, a vibrant home care division, a hospice care team, a variety of outpatient services, a training and education center and more. Health First is proud to have more than 8,500 associates committed to achieving the top 10th percentile nationwide for quality/no harm, stewardship and customer service.

## Health First Hospitals:

- Cape Canaveral Hospital
- Holmes Regional Medical Center
- Palm Bay Hospital
- Viera Hospital

Health First also manages their own health plan that provides Group, Individual and Medicare Advantage insurance coverage to more than 150,000 members in six counties.



# Position Description

## Overview:

Incredible growth opportunity for a VP/Chief Technology Officer to play a key role influencing technology strategy. Reporting to the Chief Information Officer and leading a team of approximately forty-five employees, the VP/CTO will have responsibility for the architecture, design, implementation, operation, and support of the technology infrastructure services across the Health First enterprise. These duties also include end-user computing solutions, network, servers, storage, messaging, telecommunications, database administration and other technology platforms across the enterprise.

There are numerous projects to undertake such as updating several of the 260 applications used across the IDN and continued integration of EHR within the medical group and hospitals. Health First is prioritizing looking at ways to use technology more efficiently, such as telemedicine.

For a self-starter, there is also the opportunity to forge their own path and determine the best technology direction for the organization. This is not a “maintenance mode” position, and the successful individual needs a “start-up mentality” to document, follow through and course correct.

The organization has a great mission and leads the market in their county, where there is not a lot of competition. They have a true IDN, with a health plan they have built and grown. They are proud of their status as a “profitable not for profit” organization.

## Responsibilities:

As a key member of the IT Senior Leadership team, this highly visible position analyzes and predicts trends and develops long-range plans designed to maintain cost effectiveness and competitiveness of the enterprise IT infrastructure.

The position proactively researches and recommends courses of action to prevent problems and to maintain high infrastructure service levels for the user community. The VP/CTO establishes metrics, key performance indicators and service level agreements for driving the performance of IT service delivery.

This VP/CTO role is also responsible for the Support Desk and IT infrastructure facilities. Services include solutions engineering, desktop support and service desk, unified

communications services, and IT software and hardware asset management. This person will also serve as the enterprise's chief technical architect, and play a key role in thought leadership.

## Requirements:

- **Education:** Bachelor's degree and Master's degree are required
- **Management**
  - 5+ years in a senior technology leadership position
  - Experience in strategic planning and policy development
  - Budget management
  - Experience in a multi-entity complex, distributed organization
- **Desired Attributes**
  - Healthcare experience
  - Health plan technology management
  - Proven abilities in resource allocation
- **Personal Attributes**
  - High energy and urgency required to be effective in this fast-paced, entrepreneurial environment
  - Self-starter "can do" attitude
  - Start-up mentality
  - Excellent communicator





## Florida Space Coast Living

[Brevard County](#) is a 72 mile long county situated on the east-coast of Florida (about an hour from Orlando). Florida's Space Coast's towns include: Cocoa Beach, Melbourne & The Beaches, Port Canaveral, Titusville, Palm Bay and Viera.

In addition to having no state income tax and lower than average sales taxes, Brevard County offers reasonable cost of living. Outdoor enthusiasts will enjoy the ample beaches and the over 250 square miles of

natural wildlife refuge areas. Surfing, kayaking, fishing, and boating are popular pastimes and Brevard County has a growing arts, dining, and cultural scene. Florida Tech hosts cultural, educational and entertaining events throughout the year, most of which are open to the greater Brevard County community.

Melbourne was rated by U.S. News as the 29th Best Place to Live for 2018 (out of 125 metro areas).

# Brevard County, FL Overview



## Fast Facts:

- Population: 568,088
- Median home price: \$200,900
- Average high temperatures:
  - January: 71°
  - April: 79°
  - July: 88°
  - October: 82°
- Distances to major cities:
  - Orlando, FL: 48miles
  - Tampa, FL: 110 miles
  - Miami, FL: 172 miles
  - Atlanta, GA: 444 miles

## Cost of Living\*

|                |      |
|----------------|------|
| Overall        | 101  |
| Grocery        | 96.7 |
| Health         | 97   |
| Housing        | 107  |
| Utilities      | 97   |
| Transportation | 99   |
| Miscellaneous  | 100  |

*\*Index versus U.S. average value of 100*

*Cost of Living Data Source: Sperling's Best Places*

## Largest Employers:

- Lockheed Martin
- Harris Corp.
- Health First
- Cape Canaveral Air Force Station



# Community Profiles

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**Melbourne** is a family-friendly community with plenty of things to do. The city's nearly 40 parks offers extensive recreation options including swimming, kayaking, boating, fishing, picnicking, and golfing. The historic downtown adds charm to the city and provides local entertainment options as well as shopping and dining. Arts and cultural attractions in Melbourne include The Eau Gallie Arts District, which has over a dozen active galleries and the downtown theatre district with two performing arts centers.





Photo: visitflorida.com

**Palm Bay** is the county's largest city and is considered a prime place to raise a family. Surrounded by over 160,000 acres of non-developed conservation land, the city is a growing community with over 100,000 residents and enjoys a thriving high-tech business economy. Palm Bay neighborhoods include historic homes, waterfront condominiums, single family homes on large lots, and country club and golf course subdivisions.

Designated as "Playful City USA," the city of Palm Bay hosts frequent year round festivals and activities and has championship golf courses. Turkey Creek Sanctuary provides miles of walking and biking trails. There are also over 47,000 acres within Three Forks Marsh that provide great fishing in one of the top Largemouth Bass lakes in Florida. Palm Bay beaches remain a consistent choice for outdoor recreation as well.



Photo: Florida's Space Coast





Photos: Florida's Space Coast

**Titusville**, a city of only 44,000 residents, is a historic waterfront town. As the prime location to watch space rockets launch from Kennedy Space Center, Titusville offers picturesque views from the Canaveral National Seashore. Other outdoor recreational options can be found within the Merritt Island National Wildlife Refuge, which provides great viewing of many endangered species habitats.

Recently designated a Florida Trail Town by the Florida Greenways and Trails Council, Titusville is great for hiking, biking, skating, and jogging along the three multi-use trails. A major project is also underway to connect Downtown Titusville to other major parts of the state through Florida's Coast to Coast Trail, using regional rail trails. Once completed residents in Titusville will have trail access to the west coast of Florida in Pinellas County.





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## Procedure for Candidacy

Interested candidates should apply online at [kirbypartners.com](http://kirbypartners.com).

Final candidates should expect two interviews with Kirby Partners recruiters (including a video conference interview). You may be asked to complete an Executive Profile and submit references to be considered for presentation to the search committee.

All inquiries will be treated in confidence.

**Contact:**

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