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Chief Advancement Officer
Lawrence General Hospital
Lawrence, MA
<http://www.lawrencegeneral.org>

Send Nominations or Cover Letter and Resume to:

Lisa Vuona

Vice President

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The Opportunity:

Lawrence General Hospital (LGH) is one of the fastest-growing hospitals in all of Massachusetts. It is proud to be recognized as a leader in the field across the New England region. There is truly no longer any need to travel to Boston for superior health care.

Under the leadership of President & CEO Dianne J.

Anderson, over the past six years Lawrence General has transformed from community hospital to regional medical center. It has engaged in unprecedented collaboration, securing new services for patients through clinical affiliations with Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center, along with many excellent local partners.



It is the Merrimack Valley's first certified Level Three Trauma Center, an accredited Bariatric Center of Excellence, and the only certified Chest Pain Center in the valley, as well as a high performer on the Commonwealth's patient safety indicator rating. Its cardiac care services rank among the very best in the state, and the cardiac center has garnered two national accreditations. The Institution is also leading the way with new techniques in breast imaging, gastroenterology and many more specialty areas, and it hosts the most comprehensive pediatric specialty center outside of Boston. The Hospital enjoys many of the highest patient safety and quality ratings in the region. It also is one of only a handful of Massachusetts hospitals to earn a spot on the nation's 100 Most Wired Hospitals list in 2014.

Lawrence General is driven by a single overriding goal: to make sure that each member of its community has access to local, outstanding, effective, efficient care whenever the need arises.

With the launch of the public phase of its \$13 million capital campaign in April 2016, this is a great time to join the Lawrence General team. The new Chief Advancement Officer will be a member of the senior leadership team and play a vital role in the expanded fundraising strategy for the Hospital. It is an ideal opportunity for an experienced, entrepreneurial professional with a track record of fundraising success to plan, lead, and execute a comprehensive development program.

Position Overview – Chief Advancement Officer

Reporting to the President and CEO, the Chief Advancement Officer (CAO) oversees the organization's fundraising program in an effort to attract maximum financial support from individuals, businesses, foundations, and community organizations, while helping to build and enhance the organization's image and strengthen consumer confidence in Lawrence General and its services and programs.

Primary Responsibilities:

The CAO is charged with developing a comprehensive fundraising program that supports the Hospital's strategic and growth goals and in partnership with the President/CEO, senior administrators, and the Board to advance the mission of the hospital.

- Oversee creation, implementation, and monitoring of annual and long-term fundraising plans that reflect organizational goals, and include capital giving, major and planned gifts, annual giving, memorial contributions, corporate and foundation relations (grants), donor relations and stewardship, and events.

- Build a “fundraising engine” to broaden and deepen philanthropic support that has central to its core a highly functioning donor and prospect management program, backed by effective stewardship that is timely, consistent, and credible.
- Identify new donors with capacity for leadership giving – developing a donor pipeline – and cultivate and steward existing donors, foundations, corporations, volunteers, and community leaders to further fundraising goals.
- Guide and support President/CEO in all philanthropic activities and work to develop the Board of Trustees as a funding source, strengthening its ability to participate in donor identification, cultivation, and solicitation.
- Support President/CEO and Board with Board member identification, cultivation, and development.
- Represent LGH to a variety of external publics and serve as spokesperson as appropriate.
- Work closely with communications/public affairs department to raise the public profile and visibility of LGH to build donor confidence.
- Manage a portfolio of key major donor prospects.
- Ensure that funding priorities are communicated internally and externally.
- Oversee fundraising budget, policies, and procedures, including gift record-keeping and acknowledgment in accordance with IRS and donor requirements.
- Work collaboratively with CFO to assure that all legal and accounting requirements are met and that donor stewardship is supported by sound policies and practices.
- Develop and mentor staff (currently two) in support of fundraising goals.

Qualifications:

- The ideal candidate is a proven fund development and communications strategist and tactician with superb interpersonal skills, high integrity, and work ethic; an adaptable, confidence-inspiring self-starter experienced in motivating and leading a team and integrating a fundraising perspective organization-wide.
- S/He must have track record of having built infrastructure for successful comprehensive philanthropy program.
- BS/BA, Master’s preferred with 8+ years’ progressive fundraising experience, preferably in healthcare.
- The successful candidate will be a proven communicator and relationship builder who is able to interface effectively with all levels of staff, management, clinicians, and members of the community.
- S/He will demonstrate excellent organizational and project management skills with experience in budget planning and monitoring.
- S/He will be highly personable, creative, with sense of humor.
- The CAO will be a compassionate, respectful person who can connect with LGH’s mission and community.

Development Overview – The Capital Campaign

Lawrence General Hospital has completed a long-range master plan with the goal to improve every facet of health care services it provides to its community. To better serve that community, to expand surgical options and specialties locally, and to attract even more outstanding surgeons to its Merrimack Valley region, over the next few years LGH will be undertaking one of the largest projects in its history: \$75 million in expansion and renovation projects totaling nearly 68,000 square feet.



Its expansion plans include new operating rooms and suites in a new, 42,250 square foot Surgical Center (\$56 million) on Prospect Street and the addition of private patient rooms within the complete renovation of multiple inpatient units including Russell 4 and Russell 5 (\$17 million).

It is also adding [Tomosynthesis 3D Mammography](#) imaging systems at Lawrence General and Andover Medical Center – four new units to create the most comprehensive 3D mammography program in its region. The cost of the new Tomosynthesis technology alone is \$2 million, and the new equipment and service is being funded via philanthropic support.

The "advanced leadership giving phase" of a capital campaign is underway with a handful of LGH's closest supporters and leaders, as the Hospital must raise at least \$13 million in multi-year pledges, in-kind contributions to the projects, and new planned gifts/bequests to bring all these needed improvements to fruition. This campaign is the largest in Lawrence General's history, and it will need support from the entire community to reach its goal.

Currently, LGH has \$7.5 million in commitments from generous friends, 90% to its initial "quiet phase" goal and 55% to its tentative public goal of \$13 million. The public phase is anticipated to launch in April 2016.

To view the full Capital Campaign case statement, please click [here](#).

Client Overview

Lawrence General Hospital is considered to be a jewel of an institution with outstanding depth and breadth of clinical capabilities. Serving nearly 300,000 patients annually, Lawrence General is driven by its mission of

improving the health of the people and communities it serves. It is committed to delivering comprehensive health care to patients, as well as ensuring access to high-quality care, the latest technologies, and caring, personalized treatment.

In addition to over 500 local providers, Lawrence General offers physicians, specialists, and services on-site from a variety of tertiary clinical partners, including Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center. As the Merrimack Valley's leading regional health care system, Lawrence General is committed to enhancing the delivery and coordination of care, and to improving health outcomes for patients and communities served.



Lawrence General is an amazing institution with considerable forward momentum. For nearly 140 years, its dedicated doctors, nurses and staff have been committed to strengthening the Hospital and its community, and at no time has this been truer than it is today.

To get a better sense of all the recent developments at Lawrence General, here are some important facts:

- The Hospital annually averages 12,000 inpatients, 70,000 emergency visits, 1,800 births, and 200,000 outpatient visits.
- Its [Cardiac Care Program and Catheterization Laboratory](#) provides for both emergency and elective angioplasty. Its affiliation with the CardioVascular Institute of Beth Israel Deaconess Medical Center means that its Cardiac Care services rank amongst the very best in the state. Its "door to balloon" times average under 65 minutes, with the Gold Standard being 90 minutes.
- Lawrence General is the first hospital in New England, and first hospital in the nation without cardiac surgery on-site, to achieve the Accreditation for Cardiovascular Excellence.
- Lawrence General Hospital has been named a Breast Imaging Center of Excellence by the American College of Radiology. Only a handful of hospitals in Massachusetts enjoy this achievement and designation.
- Lawrence General Hospital has been recognized as a [Community Value Five-Star Hospital](#) based upon cost and charge structures, financial viability, plant reinvestment, and quality performance.
- Its [Emergency Center](#) is the one of the busiest in the state. Lawrence General sees more than 70,000 patients annually, yet its triage time averages less than 15 minutes, so it is also one of the most efficient in Massachusetts.

- Its generous donors, friends, employees and physicians invested over \$575,000 to fully renovate the [Pediatric Center](#) at Lawrence General Hospital – a secure, family-friendly environment with new private rooms that make it possible for parents to stay in the room with their child overnight.
- It also now features the most comprehensive Pediatric Specialty Center outside of Boston, featuring physicians and surgeons in Lawrence from Floating Hospital for Children at Tufts Medical Center.
- A recent analysis of Blue Cross payments for cardiac procedures at Lawrence General showed the average cost savings to have cardiac catheterization procedures here, versus in Boston, was \$10,000 in savings per procedure. Pediatric cases at LGH provide a cost savings of over \$3,000 per stay.
- Opened in 2010, its four-suite [Sleep Center](#) gives patients easy, convenient access to a full range of diagnostic testing capabilities and clinical evaluation for sleep disorders that can adversely affect their daily lives. Unlike other centers that can take up to six weeks to deliver test results, Lawrence General turn its results around in about two weeks.
- Opened in 2010, its new [Minimally Invasive Thoracic Surgery \(MITS\) Clinic](#) was founded to better serve the thoracic surgical needs of people in the Merrimack Valley and surrounding communities.
- Opened in 2011 and expanded in 2013, the therapists in its new [Physical Therapy Center](#) work closely with a patient’s physician, orthopedic surgeon, or other specialists to provide complete and comprehensive care all in one convenient location.
- The Hospital enjoys many of the [highest patient safety and quality ratings](#) in its region.

History:

Lawrence, Massachusetts was chartered by the Commonwealth of Massachusetts in 1849. Its location on the Merrimack River provided plentiful hydroelectric power for the textile and other manufacturing industries that, at the peak of the city's development, employed more than 100,000 workers.

As the population grew in the late nineteenth century, the city and surrounding communities found they lacked the capabilities to provide basic medical care to their residents. In 1875, a group of concerned women who were active in Lawrence's churches and who were the wives of the city's prominent businessmen established the Ladies' Union Charitable Society. Their objective was to improve the lives of the city's workers through good works and social assistance. Their initial efforts centered on establishing a "day nursery" to care for sick children whose working mothers could not take care of them during the day.

The nursery opened with considerable demand for its services and that, in turn, encouraged the Society to focus on the larger goal of establishing a hospital in Lawrence. Following an outbreak of scarlet fever in 1877, the group opened an Invalids' Home on Montgomery Street. Subsequently, the Society constructed a three-story brick building on Methuen Street that combined both services in one location and changed the

new facility's name from "Home" to "Hospital." Following the construction of an annex to the building in 1886, the name was officially changed to Lawrence General Hospital.

In 1882, the Society established a Training School for Nurses, considered an ambitious program for a community hospital at that time. The Lawrence General School of Nursing provided clinical instruction in nursing until 1977, and its 1,500 alumnae have played a vital role in the Hospital's patient care and in supporting the health of the entire region. Some of the School's graduates continue to serve as clinicians and Hospital administrators today.

In 1899, the need for more expansive facilities was answered when industrialist William A. Russell, founder of the International Paper Company, made a bequest to the Society of his eleven-acre Prospect Hill estate, along with the necessary funds to renovate the home for a new Hospital. When construction finished on the site in 1902, Lawrence General had a modern facility that laid the foundation for its role in the health of the community over the next century and beyond.

Over the last 100 years, the Hospital's physical stature and technology has grown thanks to the support of individuals, businesses, and community groups. The Lamprey addition in 1941 launched this expansion, followed shortly by the Stevens Building in 1958. Modernization continued with the Hamblet Building in 1963, and the new Russell Building, named in honor of the original structure, completed the current physical plant in 1972. Over the last three decades, multiple internal renovations have facilitated new technology and functional requirements, keeping the Hospital in line with emerging clinical demands and the needs of patients for 21st-century medicine.



In 2010, Lawrence General clinically affiliated with Beth Israel Deaconess Medical Center and the Floating Hospital for Children at Tufts Medical Center to usher in the next wave of advances and improvements and better serve its region. Additional recent advances at Lawrence General include a modern, 41-bay Emergency Center, a new Imaging Center featuring the only "Ambient Imaging" technology in the Commonwealth, a new, top-rated Cardiac Catheterization Lab, a new four-suite Sleep Center, a new MITS Clinic, an expanded and fully-renovated Pediatric Center in partnership with the Floating Hospital for Children at Tufts Medical Center and an expanded Diabetes & Nutrition Education Center.

Location

Lawrence, MA:



Located twenty-five miles north of Boston, Lawrence, Massachusetts is truly a city of immigrants and industry. Lawrence was built in the 1840s as the nation's first planned industrial city. The massive mill buildings lining the Merrimack River, the striking clock and bell towers and the breathtaking Great Stone Dam are all a tribute to Lawrence's industrial heritage. The harnessed strength of the Merrimack River and its system of canals fueled the Lawrence mills that produced textiles for the American and European markets. By the early twentieth century, with a population of nearly 95,000, the city was a world leader in the production of cotton and woolen textiles in massive mills.

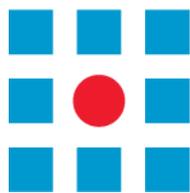
The level of energy and commitment in the city's neighborhoods exceeds that of most communities, whether it is exemplified at the grassroots levels in the strong neighborhood associations or in the community policing program. People in the community have created a safer place to live and work.

In addition, Lawrence offers recreational, historical and cultural attractions. The Lawrence Heritage State Park is a 23-acre historic preservation of urban life that records the history of immigrant workers and life in a mill town. The city also boasts art exhibitions at Essex Art Center and hosts a wide range of cultural activities like ethnic festivals that celebrate the diversity and rich heritage of Lawrence.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Lisa Vuona, Vice President at
617-262-1102
or send nominations or cover letter and resume to
lvuona@LLLSearches.com.
All inquiries will be held in confidence.



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Appendix

Leadership:



Dianne J. Anderson

President and Chief Executive Officer, Lawrence General Hospital

Dianne J. Anderson is the president and chief executive officer of Lawrence General Hospital. Dianne and her team have a singular focus on, and commitment to, high quality clinical care offered close to home for the residents of the Merrimack Valley and southern New Hampshire. Under Dianne's leadership over the past six years, Lawrence General has transformed from community hospital to regional medical center. It has engaged in unprecedented collaboration, securing new services for patients through clinical affiliations with Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center, along with many excellent local partners. Lawrence General is currently one of the fastest growing hospitals in Massachusetts, one of only a handful of Massachusetts hospitals to earn a spot on the nation's 100 Most Wired Hospitals list in 2014. It is the Merrimack Valley's first certified Level Three Trauma Center, an accredited Bariatric Center of Excellence, and the only certified Chest Pain Center in the valley, as well as a high performer on the commonwealth's patient safety indicator rating.

Under Dianne's leadership, Lawrence General has undergone a physical transformation that has modernized many public and clinical spaces. That transformation continues in 2015 and 2016 as patient floors undergo complete renovation and the hospital constructs a surgical center that will be in operation starting about this time next year.

Dianne shares the expertise gained in her years in health care with policy makers and leaders in Massachusetts and beyond. Dianne is a past president of the American Organization of Nurse Executives, a member of the Massachusetts Health Policy Commission Advisory Council, the Governor's Statewide Quality Advisory Committee, and the Board of Trustees of the Massachusetts Hospital Association. She is also active on a national level, as a member of the American Hospital Association Regional Policy Board for Region 1, the American Hospital Association Coalition to Protect America's Healthcare and as a member of the American College of Healthcare Executives. She is an active member of the local community as well, serving on the Board of Directors of the Merrimack Valley Chamber of Commerce, as well as several local charities.



Richard J. Santagati

Chairman Emeritus of the Board, Lawrence General Hospital

Chair Emeritus and immediate Past Chairman of the Board of Trustees of Lawrence General Hospital, Richard J. Santagati has served the hospital for over 25 years. Under his outstanding leadership and vision, Lawrence General Hospital has become the leading provider of quality health care across the Merrimack Valley and Southern New Hampshire regions. The expansion of its centers, specialties and services, and the enhancement of its technology during Dick's tenure, has allowed LGH to continue to provide quality health care to everyone in its growing community, regardless of their ability to pay.

Dick served as the President of Merrimack College from 1994 to 2008. The campus grew tremendously during those fourteen years, with some \$75 million in new and improved facilities, including the Rogers Center for the Performing Arts, the Sakowich Campus Center, and two new residence halls.

Prior to his tenure at Merrimack College, he served as President and Chief Executive Officer of Artel Communications Corporation, as a Partner with Lighthouse Capital, Inc., as Chief Executive Officer of Gaston & Snow, and as President and Chief Executive Officer of NYNEX Business Information Systems.

Dick has served on the corporate Boards of Revlon, Broadview Networks Holdings, and Paetec Corporation. Always willing to help our neighbors in need, both Dick and his wife Marilyn have served as compassionate and dedicated advocates and donors to many local, regional and national organizations and charities.

Dick has volunteered his time and services for the Merrimack Valley Chamber of Commerce, Bellesini Academy, Lawrence Boys and Girls Club, Wellesley College's Center for Women, the Massachusetts Education Finance Authority, the Executive Committee of the New England Colleges Fund and the Andover Coalition for Education, among others.