

The client: Hillcrest Baptist Medical Center in Waco, Texas, part of the Hillcrest Health System, a 393-bed acute care hospital serving Central Texas. The need: a new Director of Cardiology to revive cardiology services and help expand and grow the program in preparation for moving into a new hospital in 2009. The challenge to Marshall Koll & Associates: find the right person, with the right experience and skills for Hillcrest's unique requirements.

Bob Brace is Director of Human Resources at Hillcrest Baptist Medical Center. He was looking for a person with very specific skill sets, in a market where such people were rare. He'd used Marshall Koll and Associates before, and knew they could mount a successful search no matter the difficulties.

"I've known Neill Marshall since the early 90s, and we've used him on a number of occasions. This time we had some specific job requirements—for example, someone who might be a Director of Cardiopulmonary wasn't the type of candidate we were looking for. It really narrowed the field for us, and I knew Neill was good with tough searches."

The greatest challenge, Brace continues, was finding a person with multiple skills:

"I think the biggest challenge was finding someone who was actually a clinician and an administrator, finding a strong combination of the two skill sets."

Marshall Koll followed through:

"Neill was absolutely easy to get in touch with. He kept us up to date on the details. And he was persistent."

The support materials Marshall Koll produced were right for the situation:

"The materials were well done and concise, which made it easy for us to skim. When you're going through a lot of profiles it can be cumbersome. I liked what Marshall Koll put together in terms of a brief profile, specific to what our needs were, with a little additional information that helped us get a sense of who the individual was."

Brace was particularly impressed with Neill Marshall's tenacity:

"I think the best parts of the search were Neill's patience and his tenacity. This search took a year to complete, and he didn't give up on us."

Use Marshall Koll again? Absolutely, says Brace:

"I would use Marshall Koll again. I think Neill demonstrated a commitment to Hillcrest, and he stayed with that commitment. It would have been easy to quit, but he said, 'No, I've made the commitment to help you and I'm going to stick with it.' He did, and we're very pleased with the result."

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