



The HealthCare Initiative

Leadership Recruitment & Interim Solutions

Centennial, CO – September 2014

40 Year Anniversary!

When we first started in the executive search world it was all about who you knew. Recruiters had Rolodexes that others didn't (they also had leisure suits others didn't, and lived for Starsky and Hutch, but I digress). Today, while a good network is still a successful recruiter's best friend, technology, ease of doing business, a social media strategy and speed are all factors that top firms have had to incorporate over the past 10-15 years. As the talent war in healthcare continues to get more and more competitive, we have to find more than just our little black book of the usual suspects to call. "We had to get resourceful. We had to embrace technology. Tools that allowed us not only to identify potential candidates quickly, but communicate with them immediately. Social media was an area where we had no real strategic direction just 5 years ago", says April Anderson Director of Operations at The HealthCare Initiative. "Now we are one of the most popular places for healthcare candidates to visit both on Facebook and Linked-In. Our in-house research department was non-existent a decade ago, now they have their own 'wing' in our office."

"Recruiting is constantly evolving, and luckily so have we", says Mitch Robbins, Partner at The HealthCare Initiative.

The Healthcare Initiative (THI) turns 40 this month. Founded by ex-Wall Street CEO Daryl Milius in 1974, Management Recruiters of Colorado (The original company name) has placed over 3,600 executives in various roles in all 50 states. Today, with a singular focus on the recruitment of healthcare administration and leadership, THI has grown to new heights. Not only were they named "Worldwide Office of the Year in back-to-back years (2012 & 2013) by industry giant Management Recruiters International (MRINetwork), they have been spotlighted as a company to know in the healthcare community as well earlier this summer, Modern Healthcare Magazine named THI the #1 Contingency based healthcare search firm in the country last year.

CEO Sean Milius (and Grandson of Daryl) says, "It's quite a testament to the people that we have hired over the years, we weathered many storms and always have not only survived, but risen stronger as a result. In fact, even though we've been doing this for 40 years now, the last five have felt like a start-up. And I say that in a positive way. High energy, aggressive growth goals, great people and lots of FUN!". Nothing proves his more than last month's inclusion on Inc. Magazine's prestigious Inc.500/5000 list.

As they enter their 41st year, THI sees their business as a vehicle to help serve others. "Doing Good Things for Other People..." isn't just a "tag-line", says Milius. "It's the way we operate around here. It's been our mantra for years, I see no need to get away from that core philosophy. If we do that, everything else takes care of itself. 2014 will be our best year in the long history of our company and we feel it is only going to get better from here" .

As the shortage of healthcare leadership talent is only expected to grow over the next decade, THI expects to be in a strategic position, due to their long term relationships with many of the industry's leaders, to capitalize and grow their market share in the competitive field of healthcare recruiting.

Founded in 1974, The HealthCare Initiative is a third generation family owned executive search firm located in Centennial, CO. They specialize in the identification, attraction and delivery of talented healthcare professionals throughout the United States. For further information please visit www.thehealthcareinitiative.com or call (303)799-8188.