

Henry A. Peterson, MBA, CPA

713 Excelsior Drive
Madison, WI 55715
hankpeters@gmail.com

Home: 608.663.5881
Mobile: 610.713.9945
Fax: 608.721.1121

Date

Name and Title

Organization

Address

City, State, Zip Code

Dear *Recruiter Name*,

Do you have a client in need of a **Senior Executive (CEO / President / COO) – Healthcare Delivery System or Hospital** with proven results in competitive healthcare markets and a tough economy? Whether developing new strategic alliances and joint ventures, responding to market challenges, motivating teams, or controlling expenses and leveraging cash flow, my track record includes (see résumé enclosed):

- Strategic Business Development and Revenue Generation.** Spearheaded strategic visioning, tactical planning, operations and financial management in boom and bust markets that grew revenues and differentiated Edgewood Health from its competition. Turned \$1.0 million loss into record \$17.0 million profit over last three years. Pioneered joint venture with two independent health systems to launch new patient care technology solution within next 12 months. Developed PHO with 225 physicians and managed care contracting network of 72,000+ insured lives.
- Market-Responsive Growth Initiatives.** Focused on niche “branding” opportunities that realized 20.8% orthopedic growth and 12% gastro-intestinal growth in last three years. Involved employees in strategic planning and goal setting, facilitating vision “buy-in” and ownership. Championed effort to adjust organizational culture to support achievement of new value propositions and strategies. Result: consumer confidence and brand differentiation jumped to record levels (2004 survey). Edgewood is now the market leader in cardiac surgery, orthopedic surgery, and general surgery.
- Quality / Process Improvement.** Positioned Edgewood Health as a low cost/high quality hospital by standardizing processes, eliminating operational inefficiencies, and improving medical staff relations. Results: National awards won, including Solcient’s 100 Top Hospitals designation. HMO Capitol City Health Plan became first NCQA-accredited HMO in Wisconsin and won recognition as #1 health plan in the U.S. for prevention and wellness (2002 and 2003).
- Corporate Financial Management.** Initiated and led long-term plans for capital accumulation and capital deployment to support growth strategies. Led four major tax-exempt bond-financing transactions and saved \$1.4 million in interest with remarketing transaction in 1993. Managed \$53.0 million hospital redevelopment project and developed 16 high-ROI physician clinic sites.

After 19 years with Edgewood, I am ready for new challenges. My geographic preference centers on the Midwest states. Although paid well (\$225,000+ annually), I am not tied to finding a position where I am paid more than my current compensation. While EVP and CFO for the last seven years, I have functioned as #2 senior executive, partnering with the CEO and Board in all executive strategies, operations and finances.

Realizing it is people who deliver results, my focus has been on building relationships with staff, managers, vendors, customers, and strategic partners as a primary tool for business excellence. With executive experience and expertise, as well as enthusiasm, drive, and seasoned leadership, I would like the opportunity to guide your client’s organization to new levels of success. Thank you for your consideration.

Sincerely,

Henry A. Peterson
Enclosure

Rationale and Outcome:

- a. This client spent 19 years at Edgewood Health building his career, believing that some day he would become CEO. In his last job he even functioned as #2 senior executive. However, when the CEO stepped down, the Board decided they needed “fresh blood” and passed Henry by for the promotion. The challenge was how to convey he IS CEO material, even though it would be readily apparent to the recruiter that he was not “bumped up” to the CEO job.
- b. This cover letter (to be sent to a recruiter in the Healthcare arena) highlights his high-level accomplishments in every area of the Edgewood Health organization by using bullet points that are check marked boxes with boldface leader phrases.

Initial interest-grabber first sentence is a question and makes clear (via boldface) the type of position he's seeking and in what industry (makes it quick for the recruiter to determine at first glance).

First paragraph describes the value he can bring to an organization.

His salary and geographic requirements (essential for a recruiter to know) are listed in the next to last paragraph, and show that he is flexible.

Last paragraph speaks to his executive management philosophy and definitive characteristics. No pushy ending about calling – recruiters hate that approach!

- c. Within 2 months he was tapped to fill the CEO position at a major hospital in Middleton, WI.