

CHARTING YOUR ONCOLOGY LEADERSHIP CAREER

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Charting Your Oncology Leadership Career

- ▶ Emerging roles in oncology leadership
- ▶ Oncology market trends
- ▶ Crafting your oncology leadership resume
- ▶ Use and understanding of social media
- ▶ Taking your career to the next level

Oncology Trends

2007-2010:

- ▶ Large growth in hospital based oncology service lines
- ▶ Several waves of layoffs of Vice President roles
- ▶ Healthcare system mergers
- ▶ Large hospital systems starting to create System and Vice President of Oncology service line roles
- ▶ Top academic oncology programs grew their network

2010-2013:

- ▶ Continued growth within oncology services
- ▶ 2010-2012; there was a holding pattern for new position recruitment
- ▶ Continued hospital/healthcare mergers
- ▶ Large systems redefining their organizational charts at both a system level and a local hospital level to define how their clinical specialty areas should be structured
- ▶ In 2013 oncology started to see a large increase in executive positions being created

Oncology Trends

2013-2017:

- ▶ Continued growth in hospital based oncology service lines
- ▶ Continued healthcare system mergers
- ▶ Some large healthcare systems are still redefining their org charts at both a system level and a local hospital level to define how their clinical specialty areas should be structured
- ▶ Oncology recruitment needs have increased due to retirements
- ▶ Growth in hospital owned insurance plans
- ▶ Academic health care system's continue to grow their networks (branding)
- ▶ Precision medicine
- ▶ Functional medicine
- ▶ Proton center growth
- ▶ Private equity/physician practice

Oncology & Healthcare Market Trends

2018- Present:

- ▶ Small community hospitals merging with academic healthcare systems
- ▶ 40% increase in the development of innovation centers by hospitals/healthcare systems from 2017 to present
- ▶ <https://www.beckershospitalreview.com/lists/66-hospitals-and-health-systems-with-innovation-programs-2018.html>
 - ▶ Technology
 - ▶ Artificial Intelligence
 - ▶ Research & Development
- ▶ Large physician practice mergers/private equity
- ▶ Growth in the for profit sector in a traditional not for profit environment
- ▶ Healthcare/real estate strategy
- ▶ Ambulatory medicine continued growth

Continued Discussion on Healthcare & Oncology Market Trends:

- ▶ Skilled nursing facilities/LTC decline (real estate investment)
- ▶ Increase in behavioral health in the next few years (growth in oncology psych-social)
- ▶ Population health program growth in many sectors (data)
- ▶ Telemedicine and disruptive technology
- ▶ Genomic testing increase to enable treating their patients through precision medicine
 - ▶ 57% of hospitals said in 2018 they were offering their patients genomic testing
 - ▶ March 2018 CMS agreed to reimburse facilities for Medicare patients with late stage cancer
- ▶ Private equity looking for opportunity with the proactive consumer
- ▶ Immuno-oncology growth
- ▶ 3,394 immuno-oncology therapies in the current global development pipeline, with 1,287 of them in clinical studies
 - ▶ 1,363 more immuno-oncology agents
 - ▶ 144 new immuno-oncology targets were added to the global pipeline in a year

Emerging Roles

Oncology Leadership – Common Recruitment Requests

- ▶ C-Level/Vice President/Regional/Area/System Oncology Executive
- ▶ Chief Nurse Executive/Vice President, Cancer Nursing – System
- ▶ Network Executive Roles, Academic Healthcare Systems
- ▶ Proton Executives
- ▶ Research Directors/Chief Technology Officer
- ▶ Medical Directors, Cancer Services – System
- ▶ Physician Executives, Medical Oncology, Hematology – to include subspecialties
- ▶ Oncology Service Line Directors/Executive Oncology Directors
- ▶ Radiation Oncology System/Multi-Site Executives
- ▶ Director of Operations/Director of Cancer Center/Chief Operations Officer
- ▶ Medical Oncology & Infusion Directors/Managers

Emerging Roles in Oncology – Topics for Discussion

- ▶ Consultant/Advisors to Private Equity and Venture Capital Firms as they continue to invest in healthcare and life sciences
- ▶ Medical Device Opportunities
- ▶ Global Network Roles
- ▶ Analyst/Performance & Process Improvement Specialist/Leaders
- ▶ Healthcare Consumer Products
- ▶ Artificial Intelligence Software in the Clinical Setting – Leader Roles in Healthcare Technology
- ▶ Pharmaceutical Leaders – Nurses, Physicians and Business Leaders
- ▶ Population Health
- ▶ Lab Executives
- ▶ Physician Shortages
- ▶ Chief Scientific Officers
- ▶ Chief Technology Officer Office
- ▶ Research

Trends: Candidate Experience Requests

- ▶ Candidates with multi-site responsibilities
- ▶ Candidates with a clinical specialty background such as, precision medicine, proton, BMT, medical oncology/infusion
- ▶ 5+ years of leadership experience to include both strategy and operations
- ▶ Master's degrees required in business roles
- ▶ Master's degree required in nursing roles; PhD preferred in many
- ▶ Technology savvy
- ▶ Community engagement
- ▶ Emotional intelligence
- ▶ Soft skills – differ by client
- ▶ Participatory/Team Approach
- ▶ Passionate about their field
- ▶ Direct and transparent leadership style

Resumes and Profile Tips

- ▶ Forget the objective statement, it does not capture attention from the hiring managers and wastes space
- ▶ Lead with your personal brand statement which should be loaded with relevant keywords
- ▶ Add a powerful quote from a recent performance review or someone you work with
- ▶ Include three or four value-driven bulleted statements with metrics
- ▶ Put together your relevant keyword list of areas of expertise in an attractive graphic box
- ▶ Avoid densely packed, hard to read information; make it appealing looking and easy to read
- ▶ Proofread your resume several times for typos, spelling and grammatical errors
- ▶ Keep the formatting attractive, consistent and clean
- ▶ Avoid the over-used, boring phrase "responsible for"; use strong words like pioneered, accelerated, envisioned, leveraged, etc.
- ▶ Put yourself in the hiring manager's shoes and give them information they are looking for
- ▶ Project list (consultant discussion)

Social Media

LinkedIn:

- ▶ Keep profile up to date
- ▶ Have a professional image
- ▶ Identify and connect with others within healthcare and oncology
- ▶ Keep all postings professional on LinkedIn
- ▶ <https://www.linkedin.com/in/juliaewilliams/>

Other Publications/Blogs:

- ▶ Expand electronic footprint by participating in studies
- ▶ Continue community engagement with online articles and news
- ▶ Post professional videos about your area of expertise and brand yourself

Relationships & Networking – Taking Your Career to the Next Level

Networking and developing relationships is key to the success of a long career

- ▶ Developing professional relationships:
 - ▶ Colleagues
 - ▶ Physicians
 - ▶ Other industry leaders
- ▶ Sign up for committees within your healthcare organization/system, your hospital, a foundation, community organization/events
- ▶ Join professional organizations and attend conferences
- ▶ Join national oncology associations and attend conferences
- ▶ Identify a mentor that is willing to help you grow within your field of specialty

Taking Your Career to the Next Level - Q&A Topics

- ▶ The importance of building relationships/network in your local healthcare community and nationally
- ▶ Applying for jobs; the do's and don'ts
- ▶ Discussing salary with a potential new employer
- ▶ How to manage HR and ensure you get your questions answered
- ▶ How to prepare throughout entire process – phone, skype and in person
- ▶ How often to make a professional career move
- ▶ When it may be time to make a career move
- ▶ The different tracks for consulting during your career
- ▶ Market trends – offers
- ▶ What not to do during an interview
- ▶ How to professionally prepare to accept or decline a new employment offer

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Julia is currently a Managing Director at ZRG Partners and is responsible for the growth and development of ZRG Partner's Global Oncology Practice & Interim/Consulting Practice. She has worked within the healthcare industry for over 20 years and specializes within the Oncology Industry in Executive Search and Consulting.

Julia has worked with top ranked Academic Medical Centers and Community Healthcare Systems across the country; of which many are NCI Designated Cancer Centers. She has a passion for oncology and research medicine, believing that we must always keep the patient first.

Julia is an active member of several professional healthcare associations and currently sits on the Communication Committee for the Association of Cancer Executives (ACE) and the Advisory Council for the Susan G. Komen Foundation.

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