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## **Executive Profile:**

Transformational executive with over 20 years of talent acquisition, strategic planning, program development and management experience. Directed highly productive teams that have hired over 16,000 providers and executives in 48 states. Passionate about strategy and tactical processes including the candidate experience from sourcing, hiring, onboarding and retention. Excels at company branding and establishing systems in order to fill high-volume staffing positions to meet business needs. Exceptionally talented at identifying and solving problems, streamlining business processes, and creating efficiencies in business operations. Successfully built and sold a provider recruitment company.

## **Selected Highlights in Career:**

- Over the last 6 years have overseen over 15,000 FTE placements.
- From 2013 to 2018 improved percent recruited from 89% to 92%.
- Launched national residency and events program completing over 700 events since 2013.
- Launched national training programs for recruiters, hiring managers and leaders driving best talent acquisitions practices.
- Led the development and implementation of an applicant tracking, compliance and credentialing system, built on a CRM platform.
- Successfully built a “Start-Up” recruitment and consulting company overseeing all administrative, training, P&L, business development and marketing activities.

## **Areas of Expertise:**

- Strategic Recruitment and Retention Planning
- Full Life Cycle Recruiting
- Business Development & Marketing
- P&L Responsibility
- Training Development and Facilitation
- Developing Compensation Plans for Providers
- Applicant Tracking Systems
- E-recruiting, social media & internet tools

## **Professional Summary:**

### **Optum/UnitedHealth Group headquartered in Eden Prairie, MN**

OptumCare, a part of the Optum subsidiary of UnitedHealth Group (UHG), provides data driven, integrated direct-to-patient care including physicians, home health, urgent care and surgical care totaling over \$20 billion of revenue in 2019. OptumCare is 10th largest health care systems in the United States.

### **Title: Vice President of Talent Acquisition from May 2018 to Present**

- Leader of Clinical Strategy, Talent Acquisition, Training and Development and Reporting for OptumCare. My direct reports include 2 Sr. Directors, 3 Regional Directors and 1 Strategic Director with 30 plus recruiters and support staff. They are highly productive, change agents and passionate about their relationship with our administrative leaders. They are focused and prepared for our dramatic growth plans through 2025.
- In September of 2018, launched Optum’s first National Provider Recruiting Team supporting 14 and 3 IPA care delivery organizations located throughout the US. In 2019, 855 provider placements, reduced

our time to fill by 10%, reduced locum tenens cost by \$1.6 million and reduced our dependency on retained and contingency searches by 75% saving over \$2 million in 2019.

- Standardized all metrics reporting for OptumCare resulting in reporting in “real time” our talent pipelines driving best practices throughout the organization.
- Launched a National Residency and Events Program completing over 100 events, a National Speakers Bureau Training Program training over 100 physician leaders and national training and development program for our recruiters and hiring managers.

### **Envision Healthcare (formerly EmCare and Sheridan) in Dallas, TX and Plantation, FL**

This company manages a broad continuum of clinical network solutions, including outsourced physician services in the following core specialties: emergency medicine, anesthesiology, hospital medicine, women’s and children’s services, radiology and surgery. In addition, they operate ambulatory surgery centers and provide a suite of interventional and post-acute care services.

#### **Title: National Vice President of Recruitment from July 2013 to May 2018**

- Complete oversight of all recruiting systems, personnel, process, policies & procedures, as well as the development and monitoring of strategies and tactics resulting in over 4,000 FTE placements per year. Directed 4 Directors, 10 Recruitment Managers with 80 recruiters and 40 support staff.
- Directed the implementation of an applicant tracking, credentialing and compliance system, built on a CRM platform replacing Salesforce. Provided monthly training for all recruiting, credentialing and leadership personnel.
- Improved our percent recruited from 89% in 2013 to 92%. Reduced overall external usage to below 3%. Launched a national travel provider team in October 2016 and hired 225 FTE providers.
- Developed and implemented guidelines for best practices pertaining to training and development, usage of recruiting practices and systems and ensured accountability through recruiting goals and objectives.
- Responsible to senior management and the board for reporting the company’s employment metrics.
- Business owner for provider strategic planning and support for staffing and recruitment processes.
- Developed a residency event program, executing a minimum of 180 events annually resulting in over 250 FTE placements per year.
- Developed and implemented a national marketing and advertising plan focusing on search engine optimization, pay per click advertising, social media, email marketing and print advertising.
- Lead National Recruiting Task Force initiatives to evaluate and recommend improvements for recruiting initiatives nationwide, to include system enhancements, maximization of marketing and branding initiatives. Appointed to the President’s Core 15 Leadership Team in January, 2017.

### **University of Maryland Faculty Physicians, School of Medicine, Department of Emergency Medicine, Inc. in Baltimore, MD**

Provides academic, training, management and staffing for EM services in the state of Maryland.

#### **Title: Director of Recruiting from March 2011 – July 2013**

- Provided leadership and management for all recruiting, staffing, contracting, credentialing, enrollment and marketing activities for five academic emergency medicine departments and nine community emergency medicine departments throughout the state of Maryland. Responsible for 300 FTE physicians and advanced level practitioners in the Department. Successfully placed over 150 physicians and advanced level practitioners. Built an in-house Physician Recruitment Department saving the department over \$600,000 and eliminated 90% of the need for outside retained, contingency or Locum Tenens firms. Search Engine Optimization - successfully marketed the name “University of Maryland Emergency

Medicine Network” where opportunities appear organically on Indeed and Google on the first page of any provider searching for Emergency Medicine Jobs in Maryland. Business owner for the physician and APP compensation program, maintaining the goal to be in the 60% range for the Mid-Atlantic Region. Developed a multifunctional departmental advertising brochure for physician candidates and medical students.

**MAC Physician Placement Services, LLC in St. Charles, IL**

Nationwide Provider and Executive Retained and Contingency, Placement and Consulting Company

**Title: President/Founder from January, 2000 to July, 2011**

- Successfully built a physician, APC and Executive recruitment and consulting company directing all recruiting, administrative, financial, business development and marketing activities. Full P&L responsibility. Developed and implemented an aggressive marketing program that attracted over 70 Health System clients, which included 165 Hospitals and over 1,200 active job searches. Developed and implemented an aggressive marketing plan which contacted over 20,000 physician residents and fellows on an annual basis through cold calling, email, and direct mail. In addition, developed and implemented a marketing plan which contacted over 600,000 physicians on an annual basis. Fully designed and marketed an interactive website to attract physician candidates nationwide in order to utilize our placement services. Annual contributor to the Medical Group Management Association Compensation and Production Book. Consulted with multiple clients on an annual basis to establish starting compensation and benefits packages for physicians.

**All Saints Healthcare System in Racine, WI**

A Multispecialty Physician Group providing patient care services in Southeastern Wisconsin.

**Title: Director of Physician Services from January, 1995 to January, 2000**

- Responsible for the development of recruiting, retention, and regional strategy for all physicians at All Saints Medical Group. Structured a cohesive physician recruitment plan that resulted in expanding the Medical Group from 40 physicians to over 120 in five years.

**Trinity Regional Health System Rock Island and Moline, IL**

A Regional Health Care System in the Quad Cities.

**Title: Director of Physician Services from January, 1991 to January, 1995**

- Responsible for the development of recruiting, retention, and regional strategy for all physicians. Structured a cohesive physician recruitment plan that resulted in recruiting 60 Physician to the Active Medical Staff in four years. Directed and implemented a 5-year Medical Staff Development Plan.

**EDUCATION:**

- Marquette University, Milwaukee, Wisconsin  
Degree: E-MBA, 1999  
Concentration: International Business

- Augustana College, Rock Island, IL  
Degree: BA, 1991  
Concentration: Marketing

**VOLUNTEER ACTIVITIES:**

- Coach for Basketball and Baseball
- Special Olympics