

For Immediate Release

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B. E. Smith Announces Crisis Management Services for Healthcare Organizations

LENEXA, Kan. (June 24, 2009)—Crisis situations at healthcare organizations demand a focused approach and swift response—particularly when the organization’s reputation and financial viability are at stake. B. E. Smith’s qualified crisis management consultants can be on site within 24 hours to stabilize the organization, assess the underlying issues and advise on next steps.

“A solid crisis management strategy enables healthcare leaders to quickly resolve crisis situations before there’s a significant impact on quality of care and, ultimately, financial performance,” said Doug Smith, chief executive officer, B. E. Smith. “Each crisis situation is unique to the organization and requires a highly individualized solution. Our crisis management consultants are veteran healthcare executives with specific talents and experience, delivering expertise and responsiveness that are unparalleled in the industry.”

Whether it’s a financial loss, bond covenant concerns, imminent RAC audit or immediate jeopardy of accreditation, certification or licensure, resolving crisis situations in a short time frame requires the full attention of skilled experts. While many healthcare organizations have internal leadership who are qualified to address crisis situations, adding an experienced veteran can expedite the process. “Much like a hospital’s rapid response team takes immediate and decisive action, our experienced crisis management specialists are entirely focused on resolving the crisis situation within a short time frame,” Smith said. “B. E. Smith’s crisis management consultants have the expertise to stabilize the organization quickly, then identify the underlying issues and advise appropriate action.”

In just one example, a client hospital was threatened with a surgeon boycott due to dissatisfaction with clinical and operational performance, according to Smith.

“The facility was already losing income, as surgeons were beginning to schedule their cases elsewhere. Hospital leadership contacted B. E. Smith for assistance, and an experienced crisis management consultant arrived on site the next day to address the urgent issues,” he said. “The improvements put in place, along with the facility’s demonstrated commitment to improving the situation, resulted in preservation of surgeon relationships, enabling the hospital to avoid jeopardizing long-term financial performance.”

B. E. Smith’s crisis management hotline is available 24 hours a day, 7 days a week: 877-561-1036.

About B. E. Smith:

Founded in 1978, B. E. Smith is a full-service leadership solutions firm for healthcare providers. B. E. Smith’s comprehensive suite of services includes interim leadership, permanent executive placements and consulting solutions. The company is comprised of veteran healthcare leaders who partner with each client to create a solution that uniquely fits that client’s individual needs. In 2008, B. E. Smith placed more than 600 leaders into healthcare organizations worldwide. For more information, visit www.BESmith.com or call 877-802-4593.

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