

## LEADERSHIP PROFILE



SVP Marketing and Communication

**Capital Caring**

Arlington, VA

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To be recognized as a Center of Excellence  
in providing and catalyzing world-class advanced illness care.

-Capital Caring vision

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### A UNIQUE OPPORTUNITY



**Americans are living longer and healthier lives than ever before.** Yet 100% of us will die, and the vast majority will experience advanced illness for which curative treatment is no longer effective. Regrettably, most Americans receive too little care, too late to make a difference in the quality of life in their final days.

**Capital Caring is the largest nonprofit hospice and palliative care provider** in the mid-Atlantic region. An established \$94 million market leader, Capital Caring “simply improves care” for those facing life-limiting illness. The organization serves 6000 patients and their families a year with best-practice, person-centered care, mostly in their own homes. The organization actively engages in public education and public advocacy.

**Capital Caring is poised to grow, fueled by innovative marketing.** The organization is uniquely positioned to *disrupt and improve* how and when people consider end-of-life issues. By preemptively reframing the conversation, and starting it sooner, Capital Caring can help a growing group of families plan for, and enhance, quality of life and end-of-life outcomes.



**The newly-created SVP role has a bold mandate:** to harness the power of marketing and messaging to build awareness, saliency and market penetration.

[Click here for Capital Caring 40<sup>th</sup> Anniversary interview with CEO Malene Davis](#)

The SVP will position Capital Caring to increase awareness, referrals and market dominance -- and to create a greater difference for more people.

**Currently, only 10% of hospice-eligible individuals** benefit from palliative and hospice care. Medical professionals and other referral sources often wait longer than necessary to talk with families about quality of life options, and consumer awareness of the benefits remains limited. Yet earlier engagement, exploration of options and planning equate to demonstrably superior end-of-life experiences for patients and their families.



**The SVP will be a proven, visionary leader of marketing and communication.**

The SVP will leverage strategic marketing and messaging to differentiate Capital Caring, to reframe and own the conversation about quality of life, and to fuel awareness and growth. The SVP will:

- Connect with current and new target audiences, referral sources and patients/families, at the right time with the right message.
- Reframe the timing and conversation about advanced illness in a way that drives Capital Caring awareness, preference and growth.
- Identify growth opportunities for Capital Caring, including thought leadership, programs and events that leverage trends, grant opportunities and partnerships.
- Develop, manage and execute strategic planning and actions that animate and progress Capital Caring in the market.

## THE ORGANIZATION

**Capital Caring is a nonprofit committed to transforming the experience of patients and families facing advanced illness.** The \$94 million organization operates throughout Washington, DC, Virginia, Maryland and West Virginia. Now celebrating its 40<sup>th</sup> Anniversary, Capital Caring has helped close to 110,000 families, over 90% in their own homes and the rest in hospital or Capital Caring in-patient facilities.



With its nationally recognized team of doctors, senior leaders, nurses and caregivers, Capital Caring provides comprehensive, holistic, coordinated and highest-quality palliative and hospice care and support. Capital Caring strengthens and empowers patients and their families to live each day comfortably and to the fullest.



Malene Davis MSN, MBA, RN, CHPN is President and CEO of Capital Caring. Malene is a transformational leader who created the first hospice care organization in West Virginia, founded the National Partnership for Hospice Innovation and has, since 2006, built Capital Caring into a strong, effective and thriving multi-state organization.

*“Being with patients and their families as they face life’s final journey is a privilege like no other.”*

**- Malene Davis**

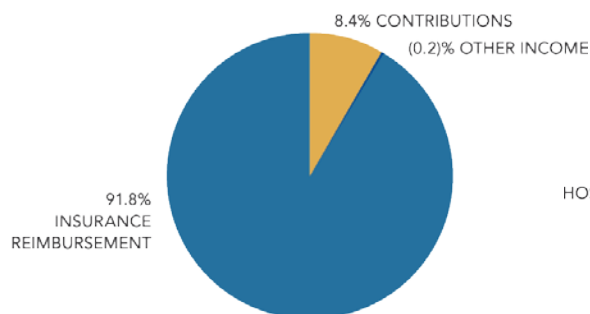
**Capital Caring is differentiated** in the way it goes beyond best-practice care, offering:

- Counseling and strategy earlier in the care process, including life planning and support from peer-to-peer volunteers;
- Medical care navigation that empowers patients and their families to make the best possible decisions, and have the greatest peace of mind, throughout the advanced care and end-of-life process; and
- An all-in-one Navigation Center that merges palliative, hospice, inpatient and crisis care so patients and families can access all services with a single call.

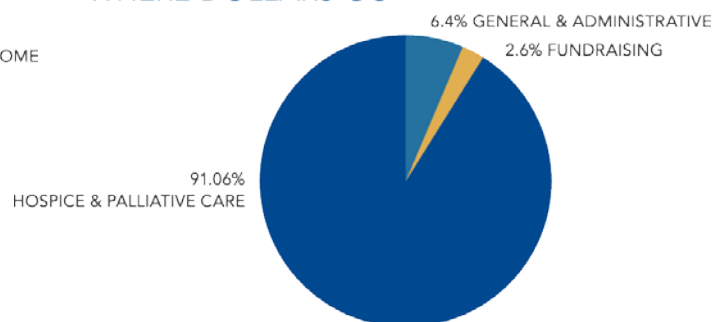
**The Capital Caring Strategic Framework for 2016-2020** calls for: continuing to strengthen alignment and operational integrity across the organization; expanding the number of served patients and family, and becoming the preferred provider in more markets; providing services to underserved, marginalized and vulnerable populations regardless of ability to pay; increasing and diversifying revenues; leveraging innovation; and making strategic new investments.

## 2015 Capital Caring Revenues - \$94.5 million

### WHERE DOLLARS COME FROM



### WHERE DOLLARS GO



Click [here](#) to read about the Capital Caring executive team, and [here](#) for more about Capital Caring.



## THE RESPONSIBILITIES

**The SVP will be a proven marketing leader and grower in relevant commercial and nonprofit contexts.** Reporting to the CEO, she or he will be on the Capital Caring Executive Team and manage a staff plus agency and other external relationships.

The SVP will be creative, entrepreneurial and passionate about making a difference for Capital Caring and the people it serves. The SVP will:

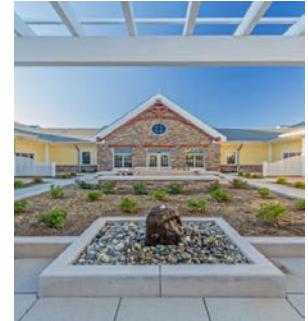
- 1. Lead big-picture strategic marketing and communication.** The SVP will be expert in branding and positioning, market segmentation and thought leadership. He or she will mobilize ideas, people and programs, manage creative partners, and demonstrably enhance visibility and reputation. The SVP will position Capital Caring for greater market success through insights, decisions and innovation that ignite and drive progress.
- 2. Reposition Capital Caring -- and the industry.** Under the SVP's leadership, Capital Caring will be a positive, game-changing force in the advanced care marketplace—disrupting conventional thinking, accelerating patient engagement and facilitating better outcomes. The SVP will be uncommonly clever at leveraging research, segmenting the market, analyzing data and creating compelling messaging. He or she will be skillful at positioning, storytelling and persuasion.
- 3. Drive audience penetration and expansion.** The SVP will be insightful about the needs, wants and triggers that drive each Capital Caring audience to engage. Audiences include referral sources (physicians, healthcare and senior living providers, faith communities and relevant service organizations), patients and their families, civic and community influencers. The SVP will undertake research, benchmarking and other activities to find new insights and foster deeper connection with current and new audiences.
- 4. Drive revenue growth.** The SVP will be astute, nimble and adept at seeing trends and seizing opportunities in the healthcare/advanced care industry. She or he will be perceptive about program, funding and other opportunities to increase and diversify revenue streams. The SVP will be a source of creative, entrepreneurial ideas that pay off in growth and ROI.



**5. Manage people, plans and performance.** The SVP will be an inspiring, proven manager of high-performing teams and the business, comfortable in competitive, fast-paced contexts. He or she will foster a culture of collaboration, vision and values, goals and metrics. As a senior leader in the organization, the SVP will play an instrumental role in driving positive culture and aligning systems, budgets, structure and plans to achieve big things.

## PERSONAL CHARACTERISTICS

**The ideal candidate is an outstanding, proven marketing leader with experience, passion and values relevant to the mission and market of Capital Caring.** The SVP will have personal characteristics that include:



- Big-picture vision, coupled with pragmatism and implementation skills
- Self confidence and high standards, without self importance
- A compelling, accessible persona, high EQ and strong relationship skills
- Team building and collaboration skills, and a natural instinct to work and integrate well across the organization
- Seasoning and good judgment
- Self motivation and an entrepreneurial spirit
- Creativity, and a passion for innovation and changing the game
- An inspiring, authentic personality and sense of humor
- Superb communication skills, and the ability to represent Capital Caring persuasively in diverse forums

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To apply or suggest a prospective candidate,  
email  
[capitalcaring@boardwalkconsulting.com](mailto:capitalcaring@boardwalkconsulting.com)  
or call Kathy Bremer or Patti Kish at 404-262-7392.

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