



## TriServ Alliance, LLC

### BNG Case Study

#### THE SITUATION

In September, 2008 the Braswell Nees Group, LLC (BNG) responded to an invitation to compete for a nationwide retained executive recruiting engagement for a large number of senior managers/executives. After several meetings with the company's CEO, COO, CIO and acting head of Human Resources, BNG was selected and awarded a two phase recruiting contract.

The client to be, TriServ Alliance, LLC (TSA) was at a virtual start from zero and needed to grow to 1400 people in 11 Southeastern states. The new company was being sponsored by seven Blue Cross / Blue Shield organizations, to bid on a \$32b, six year Department of Defense (DoD) contract. The contracting agency, TriCare Management Authority (TMA) is the health care provider for all U.S. military personnel, retirees, and their dependants worldwide.

#### THE CHALLENGE

The BNG recruiting engagement was to be in two phases;

Phase one was defined as pre-contract award commencing in September 2008 to be concluded by June 2009, the target date for awarding the contract. Thirteen (13) leadership positions from "C" levels to department directors were required. The functional scope of the positions were in Medical Management, Legal, Finance, Information Technology, Human Resources and Operations.

Phase Two was defined as post contract award, from June 2009 through March, 2010 (a ten month transition period to be fully operational.) During this time BNG was to recruit for thirty seven (37) management positions across all areas of the enterprise.

#### METHODOLOGY

In collaboration with the TSA executive team, BNG helped define and write the position descriptions for the original 13 positions. BNG then retained several industry specific research professionals to start identifying potential candidates while at the same time researching various professional societies in Health Care, Military, Department of Defense, and Regulatory interests. In several instances, BNG partners joined the organizations in order to become more knowledgeable on best practices and meet influential members who could assist with introductions to qualified individuals. BNG partners also worked very closely with the TSA executive team in soliciting ideas and names of individuals who were known to the team who could be sources of referrals.

After qualifying phone interviews, at least one BNG Partner met with the potential candidates for each position. From those interviews, four finalist qualified candidates for each job were personally presented via written assessment to the TSA hiring executive.

## RESULTS

By June, 2009 all thirteen original positions were filled with exceptionally well qualified individuals. In addition, six positions that were scheduled for “post award” were moved ahead, including searches for three critical regional operations positions. All positions had a diverse slate of candidates and were filled on schedule and within budget.

BNG exceeded expectations in identifying and recruiting top professionals to join a startup healthcare provider with no business, only a dynamic executive team with a plan to “Serve those who have served us so well!”

On July 14, 2009, the contracting agency (TMA) for the Department of Defense announced the selection of United Health Government Plans (United Health Care) as the recipients of the contract.

## POSITIONS FILLED

SVP, CHIEF LEGAL COUNSEL	VP, CHIEF HUMAN RESOURCES OFFICER	VP, CONTRACT ADMINISTRATION
VP, CUSTOMER ADMINISTRATION	DIRECTOR CLINICAL QUALITY	DIRECTOR OF BANKING & TREASURY
CHIEF INFORMATION SECURITY OFFICER	CHIEF SOLUTIONS CENTER (IT)	SR. DIRECTOR HEALTHCARE INFORMATICS
CHIEF TECHNICAL OPERATIONS	EXECUTIVE DIRECTOR, FINANCE	DIRECTOR OF COST ACCOUNTING
DIRECTOR MEDICAL MANAGEMENT SYSTEMS CONFIGURATION	REGIONAL EXECUTIVE DIRECTOR JACKSONVILLE, FL	REGIONAL EXECUTIVE DIRECTOR JACKSON, MS
REGIONAL EXECUTIVE DIRECTOR SAN ANTONIO, TX	DIRECTOR OF OPERATIONS JACKSONVILLE, FL	DIRECTOR OF OPERATIONS JACKSON, MS
	DIRECTOR OF OPERATIONS SAN ANTONIO, TX	

## TESTIMONY

*“I am so impressed with the team that we – your team and ours – built. I pray there is a calling that will keep the team together, but I know the hill is steep and high. Thanks again for the thoughts and sentiments. TriServ was fortunate to have teamed with BNG. You three are the best.”*

**Charlie Abell, President & CEO**  
**TriServ Alliance, LLC**  
**July 16, 2009**