



RUDISH HEALTH | LEADERSHIP PROFILE

Vice President, Heart and Vascular Services



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Position	VP, Heart and Vascular Services
Organization	Cone Health
Location	Greensboro, North Carolina
Website	conehealth.com

Opportunity

Cone Health, a nationally acclaimed \$3.5B nonprofit health system in North Carolina, is seeking a dynamic and visionary executive to lead its Heart & Vascular Services into a new era of innovation, excellence, and regional dominance.

This is a career-defining opportunity to architect the future of cardiovascular care at a health system celebrated for its trailblazing innovation, award-winning clinical outcomes, and unwavering commitment to community well-being. As the strategic catalyst and operational champion of Cone Health's Heart & Vascular service line, this executive will be the driving force behind one of the Southeast's most sophisticated and rapidly expanding cardiovascular programs.

Reporting directly to the System Chief Operating Officer and partnering with the physician Cardiology Chief dyad, the VP will lead growth, integration, and transformation across a high-performing network that includes five hospitals, six ambulatory centers, and over 150 care locations.

Strategic Imperatives for Transformational Impact

1. **Develop a Regional Referral Strategy:** Position Cone Health as the destination for cardiovascular excellence across the Southeast.
2. **Recruit and Retain Top Cardiologists and Surgeons:** Design innovative workforce models and engagement strategies.
3. **Integrate Operations:** Build a hub-and-spoke model that ensures seamless access, efficiency, experience, and quality across the system.

Lead Boldly. Innovate Relentlessly. Impact Endlessly.

Join a health system that's not just treating heart disease but transforming how heart care is delivered. At Cone Health, you'll help drive a mission that connects healthcare with well-being, in a community that values innovation, compassion, and excellence.

- **Nationally Awarded Excellence:** Cone Health's Heart & Vascular Centers have earned the Platinum Performance Achievement Award from the American College of Cardiology for over a decade. The system is also recognized by U.S.

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News & World Report for high performance in heart failure care, TAVR, and cardiac rehabilitation.

- **Unprecedented Investment:** Since 2022, Cone Health has invested \$200 million in cardiovascular care, culminating in the opening of the Steven D. Bell Family Heart & Vascular Center – a five-story, 156,000 sq. ft. facility offering comprehensive care under one roof for over 120,000 patients annually.
- **Innovation in Action:** From pioneering balloon angioplasty and stents to launching CTA First (a non-invasive diagnostic protocol), Cone Health continues to redefine heart care delivery.
- **Value-Based Future:** As part of Risant Health, a Kaiser Foundation initiative, Cone Health is accelerating its commitment to value-based care, population health, and health equity, bringing national expertise to local communities.

Ideal Candidate Profile

- A physician-savvy cardiovascular service line executive with deep expertise in strategic planning, high quality outcomes, service line maturity, clinical integration, and operational excellence.
- Proven ability to translate vision into execution, aligning multidisciplinary teams around shared goals.
- Experience in value-based care models, with a passion for improving outcomes and access for diverse populations.



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Cone Health

Cone Health is a not-for-profit health care network serving people in Alamance, Forsyth, Guilford, Randolph, Rockingham and surrounding counties. As one of the region's largest and most comprehensive health networks, Cone Health has more than 150 locations including five hospitals, six ambulatory care centers, three outpatient surgery centers, ten urgent care centers, one retirement community and more than 120 physician practices. These include primary and specialty care through Cone Health Medical Group and Triad HealthCare Network.

Locations

Hospitals

- Alamance Regional Medical Center (238 beds)
- Annie Penn Hospital (110 beds)
- Behavioral Health Hospital (80 beds)
- The Moses H. Cone Memorial Hospital (flagship 628 bed teaching hospital)
- Wesley Long Hospital (175 beds)

Physician Enterprise, Health Plan, and Other Assets

- Cone Health Medical Group (629 primary and specialty care providers across 150 locations)
- MedCenters (six all-in-one care locations)
- HealthTeam Advantage (Medicare Advantage plan serving 22,000 beneficiaries in 33 counties)
- Triad HealthCare Network ACO (1,463 independent physicians in four counties)



Bell Heart & Vascular Center at The Moses H. Cone Memorial Hospital
Greensboro, NC



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Purpose, Vision, and Values

Purpose: To connect health care and well-being.

Vision: A tradition of health and well-being is woven through the fabric of our communities.

Values:

- **Caring for Our Patients:** We provide exceptional quality, compassionate care and service in a safe, respectful environment.
- **Caring for Each Other:** We appreciate each other through honest communication and respect. We inspire ongoing learning, pride, passion and fun.
- **Caring for Our Communities:** We engage our communities with integrity and transparency. We embrace our responsibility to promote health and well-being.

Risant Health

Following Geisinger, Cone is the second nonprofit health system to become part of Risant Health, created by Kaiser Foundation Hospitals to bring together like-minded organizations, increase access to value-based care and coverage, and raise the bar for approaches that bring the best health outcomes. Risant's goal is to expand the adoption of value-based care in multipayer, multiprovider, community-based health system environments and improve the health of millions of people in communities across the country. The partnership recognizes Cone Health's accomplishments as a value-based care leader for more than a decade.

Over time, Risant's investments will accelerate Cone Health's drive to make better health easier by offering their patients easier access to their high-quality, innovative clinical programs and more robust health management technology, tools and programs. Cone will contribute its experience advancing value-based care in a model that includes various payers and a broad network of providers, while serving some of the most vulnerable and marginalized communities. Cone will also gain access to the value-based platform, which brings together the best value-based care tools, capabilities, and services from Kaiser Permanente, Risant Health, Geisinger, Cone Health, and future health systems to deliver health-focused care in multipayer, multiprovider environments.



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Key Statistics

System:

Total Operating Revenue: \$3.5B
Hospitals: 5
Physician Practice Locations: 150+

Employees: 13,000
Medical staff physicians: 1,650

Heart and Vascular:

H&V Providers: 120
H&V Locations: 14
H&V Inpatient Visits: 50,841
H&V Outpatient Visits: 158,160

Invasive Procedures: 10,074
Non-Invasive Procedures: 88,519
Advanced Imaging Tests: 12,018

In 2025, Cone Health opened a 5-story, 156,000 square foot comprehensive heart and vascular center, consolidating care across five locations into a single space. The Bell Center features nine registration bays, a heart CT, community education area hosting programs on heart health and prevention, and an adjacent 750-space parking deck with free valet to assist patients. The Bell Center is the final part of Cone Health's \$200 million investment in heart and vascular care that was announced in 2022. Since then, Cone Health expanded the heart and vascular center at Alamance Regional Medical Center, opened new cath labs allowing more advanced care at Moses Cone Hospital, and opened a new heart and pulmonary rehabilitation center.

Cone's Heart and Vascular Services include:

- **Cardiothoracic surgery:** Robotic surgery, minimally invasive MV
- **Interventional cardiology:** 24/7 STEMI
- **Electrophysiology:** Comprehensive ablation, lead extraction, cardiac device clinic, LAA closure
- **Heart failure:** cardiac sarcoidosis, pulmonary hypertension, destination LVAD, shock program/ECMO
- **Structural heart:** TAVR, MitraClip, ASD/PFO
- **Vascular surgery:** Critical limb ischemia, DVT/wound care program
- **Non-invasive/prevention:** HCM clinic, cardio-oncology, hypertension, women's heart health and obstetrics, advanced lipid clinic
- Cardiac/pulmonary rehab
- **Pharmacy:** HTN/CHF titration, lipids, specialty
- **Advanced imaging:** Cardiac CCTA, SPECT, PET, MRI, 3D/structural Echo
- **H&V research:** participation in over 500 trials with 30 across the service line led by 20 principal investigators/sub PIs

Source: Cone Health
Read more about the Bell Heart & Vascular Center [here](#).



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Awards and Recognition

Cone Health hospitals and providers are recipients of numerous quality awards and other types of recognition, including the illustrative designations below.



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Reporting Structure

This position reports to Cone Health's Chief Operating Officer in a dyad partnership model with the Chief of Heart and Vascular Services.

Shannon Scaturro

Chief Operating Officer, Cone Health

Shannon Scaturro, CRNA, FACHE, joined Cone Health as Chief Operating Officer in 2025. He leads the teams responsible for operations across the full health system. Scaturro is a seasoned senior executive with a breadth of experience leading operations for large integrated health care systems. Most recently, he served as the health system chief operating officer for the University of South Alabama Health System in Mobile.

Before that, Scaturro was the CEO of University Hospital, where he led operations for the flagship trauma center of USA Health. He previously held senior leadership roles in operations and surgical services for Ascension St. Vincent's Hospital and Ascension Providence Hospital.

Scaturro received an Executive Master of Science in Healthcare Administration from the University of Alabama at Birmingham and a Master of Science in Nursing, Anesthesia from the University of Tennessee. He received his bachelor's degree in nursing from the University of South Alabama. Scaturro is a Fellow with the American College of Healthcare Executives (FACHE).

James Hochrein, MD

Chief, Heart and Vascular Services

Dr. James Hochrein is a general cardiologist and longtime leader at Cone Health, where he has served since 1999. He is Chief of both the Cone Health HeartCare practice and the Cardiovascular Service Line, helping shape care that's focused not just on treating heart disease—but preventing it. His clinical interests center on risk reduction and empowering patients to take charge of their heart health before problems arise.

Originally from a small coal mining town, Dr. Hochrein was inspired by his parents' strong belief in education and found his calling in medicine. He's proud to bring advanced cardiovascular care to a community like Greensboro, where relationships run deep and care feels personal.

"Cardiology at Cone Health is truly world-class. And to offer that level of care in a



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community like Greensboro, where we know each other and have deep connections, is something special. You don't need to go anywhere else to get world-class care." - James Hochrein, MD

Supervisory Role

This leader is responsible for oversight of three direct reports (Executive Director of CV Ambulatory Care, Executive Director CV Acute Care, and HV Clinical Research Manager) who manage a team of 17.

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Position Summary

The Vice President of the Heart and Vascular Service Line will serve as a strategic and operational leader responsible for advancing cardiovascular care across a world-class health system and extending into the region. With their physician dyad leader, this executive will lead multi-campus operations, drive innovation, digital health integration and value-based models, and influence national trends in cardiac care delivery. The VP will also lead efforts in market analysis, referral optimization, and ambulatory strategy ensuring the service line remains competitive and responsive to evolving healthcare demands.

The service areas included are Invasive Cardiology (Cardiac Cath Labs, Electrophysiology Labs, PV Labs); Procedural Short Stay; Non-invasive Cardiology (Echo, EKG, Vascular, OP CV Imaging); and Cone Health Medical Group Cardiovascular Division practices.

Primary Duties and Responsibilities

- Lead efforts to develop strategic vision and direction that result in opportunities for market expansion and growth into new markets and retention of existing business.
- Responsible for physician alignment and interdisciplinary team leadership. Function as the administrative liaison for Medical Staff seeking opportunities to increase physician collaboration and partnership in addition to problem-solving, service development and planning in the designated areas, and as the administrative representative for related Medical Staff Committees.
- Provide leadership for integration, planning, development, and evaluation of the Centers of Excellence related to the Heart & Vascular Center. Embodies change management and stakeholder engagement.
- Ensure effective quality and patient satisfaction within all areas of responsibility in order to meet regulatory requirements and to meet quality expectation of patients and their families, physicians, and payers.
- Strategic planning and operational execution aligned with system-wide goals. Develops strategies and implement programs related to accountable service lines to span the continuum of care in support of Cone Health's strategic plans.
- Oversee the implementation of organizational objectives related to designated clinical services: Invasive Cardiology (Cardiac Cath Labs, Electrophysiology Lab, PV Lab), Procedural Short Stay, Non-invasive Cardiology (Echo, EKG, Vascular CV Imaging), CHMG Cardiovascular Division practices, Cardiovascular and Pulmonary Wellness.
- Exemplify financial stewardship including budget oversight and revenue. Provide leadership for the development of annual budgets and monitoring of

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budget variances including revenues, expense, staffing, and productivity for designated departments.

- Develop and implement strategies to maximize financial performance through optimizing revenue and controlling cost opportunities.
- Maximize productivity of human resources, develop and maintain programs to attract and retain professional and non-professional employees.
- Ensure that standards of behavior are met in all areas of operation.

Candidate Qualifications

Education and Licensure

- A bachelor's degree is required.
- A master's degree in healthcare administration, business, or related clinical field is required.
- Advanced certifications in cardiovascular care, Lean Six Sigma, or executive leadership are preferred.

Experience

- 10+ Years of progressive leadership in cardiovascular services within integrated health systems.
- Demonstrated proven success in building nationally recognized programs and securing accreditations.
- National leader and influencer.
- Connected to industry leaders and physicians.
- Relationship builder who brings instant credibility.
- Strong understanding of value-based care models and practices.
- Strong strategic and operational leader.
- Proven history building successful heart and vascular service lines with regional impact.
- High emotional intelligence and resilience in dynamic environments.
- Active involvement in national organizations (e.g., ACC, AHA, Vizient, ACHE).

Knowledge, Skills and Abilities

- The incumbent has regular and frequent contact with the President, Chief Operating Officer, Executive Vice Presidents, Vice Presidents, Controller, department directors and Medical and Dental Staff to assure good communications, common goals and objectives and to identify and resolve problems and issues of concern.
- As a member of Leadership Alliance and a senior executive, the incumbent has



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input regarding development of goals and objectives for both the near and long term.

- Advanced financial skills and analytical ability.
- Ability to read and communicate through written and oral means.
- Visualize computer screens or appropriate accommodation.
- Ability to facilitate and work through interdisciplinary teams to accomplish work.
- Ability to move independently throughout the hospital.
- Excellent interpersonal skills; planning and organizational skills.
- The Joint Commission certification and survey knowledge.
- Knowledge of reimbursement and regulatory standards.
- Personnel management skills.
- Ability to model corporate values of integrity, caring spirit, outstanding service, innovative climate and financial viability.

Compensation

An attractive compensation, benefits, and relocation package will be offered commensurate with the candidate's experience.

Contact

Rudish Health

www.rudishhealth.com



Jessica Cousino

Manager, Talent Leadership Services

Telephone: (937) 733-9720

E-mail: jessica.cousino@rudishhealth.com



Matt Samson

Senior Director, Talent Leadership Services

Telephone: (706) 681-0340

E-mail: matt@rudishhealth.com



Asmita Shah

Vice President

Telephone: (713) 502-0493

E-mail: asmita@rudishhealth.com