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## NEWS

### Physician Executive Management Center Changes Name

**August 10, 2010 (St. Louis, Missouri)** – Physician Executive Management Center (Tampa, Florida) has changed its name to Physician Executive Leadership Center (PELC).

Physician Executive Leadership Center is the nation's only executive search firm focused solely on the recruitment and placement of physicians in executive leadership positions. The company was founded in 1983, originally as a joint venture with the American College of Physician Executives, and later became an independent firm. In March 2010, PELC joined St. Louis-based Navvis & Company, a leading consultancy in the health services industry.

The name change marks an important milestone in PELC's continued evolution. As the healthcare industry undergoes significant change and transformation driven by political and economic reforms, the demands of an aging population, and advances in medical science and technology, physician leaders are even more critical to developing, driving and leading transformation strategies to position health systems for success. Recent studies estimate that 20% of new hires for hospital CEO leadership roles are filled by physician executives. Of the top 14 "honor roll" hospitals listed in the July 2010 US News and World Report, eleven are led by physicians.

"There is increasing interest by healthcare organizations across the US in appointing physicians to all levels of executive and clinical leadership- from CEO to COO/EVP to service line chiefs and chairs," said Jennifer Grebenshikoff, president of PELC. "The word 'leadership' better represents the skills, expectations and roles that physicians play in today's health care systems."

"Successful physician leaders are able to cross the chasm between the culture of medicine and the culture of management," said Stuart Baker, MD, and president and chief operating officer for Navvis & Company, the parent organization of Physician Executive Leadership Center. "Health systems addressing care transformation, physician alignment, clinical quality, safety, and business performance improvement are increasingly seeking qualified physician leaders for C suite, clinical operations and physician enterprise positions."

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PELC's new name also represents the firm's integration with Navvis & Company, and symbolizes the synergistic benefits that the partnership brings to healthcare clients. "Our mutual goal," says Grebenschikoff, "is to help health leaders create high performing, accountable health systems and physician organizations."

Learn more about Physician Executive Leadership Center at [www.physicianexecutive.com](http://www.physicianexecutive.com).

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**Navvis & Company**™ is a management consultancy specializing in competitive market strategy in the health services industry. The firm provides strategic counsel and professional services to health systems, hospitals and physician groups on the development of innovative, market-linked strategies to build future ready health systems, cultivate tomorrow's leaders and strengthen strategic performance. Navvis & Company is headquartered in St. Louis, Missouri with offices in Norfolk, Orlando and Tampa. Learn more at [www.navvisandcompany.com](http://www.navvisandcompany.com).