

## Emergency Medicine Associates

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**Situation** Emergency Medicine Associates (EMA) is a physician-owned practice that is the largest provider of Emergency Medicine services to hospitals in Maryland, Virginia, West Virginia and the District of Columbia. EMA also provides hospital-based Pediatric, Critical Care, House Officer, Neonatal, and Occupational Medicine coverage at several hospitals in the region. EMA's partner hospitals represent some of the largest and most prestigious hospitals in the area. EMA is also known for its leadership in developing and promulgating protocols and practices that improve patient safety and satisfaction as well as for the high quality of its member physician's medical skills.

The new program featured a waiting period of only 24 months before young physicians became eligible to participate in practice management decisions and profits. As the 2013 recruiting season was approaching, EMA asked Channel Communications to develop a new brochure that would convey to young physicians the benefits of this new program.

**Solution** Channel viewed this important assignment as a way to not only support a major recruiting effort but to establish a stronger overall graphic identity for all EMA communications. A graphic style and message approach was developed that would be transferable to other projects. It featured statements from current EMA members about the benefits of becoming an Income Partner. Photography of these members showed them to be professional but outgoing and enthusiastic about their careers with EMA.

**Result** The recruiting season was a success and other assignments are in the works to promote EMA's medical expertise to its partner hospitals and prospects.



**INVESTED IN YOU**

PARTNERSHIP AT EMA



EMA IS A PHYSICIAN-OWNED PRACTICE THAT HAS A HISTORY OF LONG-STANDING, SUCCESSFUL RELATIONSHIPS WITH SOME OF THE MOST HIGHLY REGARDED HOSPITAL SYSTEMS IN THE NATION. WE ARE ONE OF THE LARGEST PROVIDERS OF EMERGENCY MEDICINE SERVICES IN MARYLAND, VIRGINIA, WEST VIRGINIA, AND THE DISTRICT OF COLUMBIA. OUR PROMINENT REPUTATION AND CONTINUED GROWTH ARE A RESULT OF OUR COMMITMENT TO:

**DEMOCRACY**  
We believe that long-term success is driven by the collective talents and viewpoints of a group rather than a select few people or single person. Our practice welcomes the exchange of new ideas, collaborative planning and action, and input from all stakeholders to enhance our effectiveness.

**LEADERSHIP**  
We recognize that our practice and industry are dynamic and that continued success is dependent on providing opportunities for talented and motivated physicians to help shape the future of the practice. Our practice has grown through cultivating the talents of our physicians and providing them with the tools to grow personally and professionally.

**INTEGRITY**  
An essential component of our success has been a commitment to ensuring that each physician consistently delivers outstanding clinical care and demonstrates professional excellence. We uphold the highest level of standards for our practice and clinicians, and commit to acting as good stewards of the hospitals in which we serve.

As an emergency medicine physician, you've already made a major investment in time, effort, and money for your career—which is why we want to make an early investment in you.

A unique advantage of joining EMA is the opportunity to become a Partner after only 24 months of practice. This significant career opportunity—Partnership—allows highly qualified physicians to enjoy a host of additional benefits as well as the opportunity to help shape the future of the practice. The performance and administrative criteria for Partnership eligibility are clearly defined and readily obtainable for all physicians who are interested.

John Szweda, MD, FACEP  
Partner Since 2005



"The attributes of partnership at EMA are especially valuable to new recruits. We have very transparent criteria for partnership and a remarkably short timeline to achieve it."

Lydia Hallie, MD, FACEP  
Partner Since 2008



Benefits include:

**Profit Sharing**  
Your full engagement with the practice is critical to our future success; accordingly, we want to ensure that you are rewarded for it. We believe that higher levels of individual performance should result in higher levels of individual compensation. When your work as a Partner is contributing to greater financial prosperity for the practice, you receive more profit sharing. Furthermore, your degree of profit sharing escalates the longer you're a Partner—it's that simple.

**More Time Off**  
Supporting a healthy work/life balance for our physicians is a top priority. Partners receive generous amounts of Paid Time Off (PTO), which increases the longer you serve as Partner. With as many as nine weeks of PTO available, our Partners have substantial opportunity to pursue personal endeavors. If you find that you won't need this much time, you can "cash out" the balance of this benefit every year.

**Leadership Training**  
Partners who aspire to leadership positions within EMA are provided additional coaching and guidance, and may be invited to participate in the EMA Leadership Academy. The Academy offers a formalized structure for professional development, and includes classroom instruction and certifications. In addition, administrative positions are available to those qualified and interested. These positions provide Partners with a significant opportunity to gain valuable leadership experience.

To learn more about Partnership and other great reasons to join EMA, call us at 1-800-942-EDMD (3363), visit us at [www.EMAnonline.com/partnership](http://www.EMAnonline.com/partnership) or email us at [recruitment@emanonline.com](mailto:recruitment@emanonline.com)

