



## **Leadership LinkedIn Audit**

July 2017

### **Analysis**

As business operations in today's society become increasingly digital, it is expected that C-Suite employees maintain an online presence. Many C-Suite employees at competitor health systems have robust LinkedIn profiles that highlight their qualifications and reinforce their company's mission. Improving Munson Healthcare's presence on LinkedIn will further position MHC above competitor health systems and increase transparency and credibility. This will, in turn, help with recruitment of MHC employees, board members, stakeholders and patients.

I have made observations, listed below, on the LinkedIn profiles of members of the Munson Healthcare Executive and Munson Medical Center Senior Leadership teams. Several Munson Healthcare C-Suite employees – including Tom Peterson, Nick Erikson and Dianne Michalek – already have stellar profiles. My observations are likely limited by the fact that profile visibility could be limited for individuals I am not connected with. Information gained from my observations consists only of information that is entirely public.

### **Recommendations**

I am suggesting that every member of the MMC and MHC leadership teams have a LinkedIn account created. Accounts should consist of an introduction, a professional headshot, a customized URL, their current position, any former leadership or qualifying roles held, awards won, and professional organization memberships. Corporate Communications can decide if they would like profiles embellished with position-specific descriptions, hospital-specific descriptions, a generic Munson Healthcare description or no description, but should remain consistent across all profiles.

Another idea worth investigating would be changing the "Munson Medical Center" LinkedIn page to "Munson Healthcare" and deleting the "Munson Healthcare Manistee Hospital" company page (essentially inactive). Currently, when an individual lists "Munson Healthcare" as their employer there is no image attached, which makes the brand appear less established. This will enable Munson Healthcare to promote all of its hospitals on one channel, which will increase the amount of content available and decrease the time needed to manage multiple accounts. Leadership team members could then tailor their profile to specific hospitals through the use of a header image or other designated unifying feature. Additionally, the "Munson Healthcare" personal profile should be deleted as it is not accurate or up to date.

## Munson Medical Center Senior Leadership Team

### Administrative

Name	Images	Position Title - Company	Notes	URL
Al Pilong	Outdoor headshot but no cover img.	President – Munson Medical Center	No position descriptions	<a href="https://www.linkedin.com/in/al-pilong-23a06824/">https://www.linkedin.com/in/al-pilong-23a06824/</a>
Derk Pronger	Studio headshot and MMC img. for header	Chief Operating Officer - Munson Medical Center; Regent – MI and NW OH -ACHE	No position descriptions	<a href="https://www.linkedin.com/in/derkpronger/">https://www.linkedin.com/in/derkpronger/</a>
Loraine Frank-Lightfoot	Indoor headshot but no cover img.	Chief Nursing Officer, Munson Medical Center - Munson Healthcare; Lecturer - Indiana University-Purdue University Fort Wayne	Descriptions only for positions prior to Jan. 2016; lists DNP, MBA, RN, NEA-BC after name	<a href="https://www.linkedin.com/in/lorainefranklightfoot/">https://www.linkedin.com/in/lorainefranklightfoot/</a>
<b>Eric Henry</b>			<b>No account</b>	
Alicia Maitland	No images	Vice President of Finance/Corporate Controller - Munson Healthcare	No position descriptions	<a href="https://www.linkedin.com/in/alicia-maitland-13ab992/">https://www.linkedin.com/in/alicia-maitland-13ab992/</a>
Tom Peterson	Studio headshot but no cover img.	Vice President, Quality and Safety - Munson Healthcare	Extensive descriptions for all positions; lists MD, FAAP after name	<a href="https://www.linkedin.com/in/tom-peterson-md-faap-48042b9/">https://www.linkedin.com/in/tom-peterson-md-faap-48042b9/</a>
Jeff Rose	Black & white headshot but no cover img.	Corporate Director of Human Resources - Munson Healthcare	Intro section lists a different title (System Director) than his current position (Corporate Director) in the Experience section; description only for position in local band	<a href="https://www.linkedin.com/in/jeff-rose-43082627/">https://www.linkedin.com/in/jeff-rose-43082627/</a>
<b>Don Caraccio</b>			<b>No account</b>	
<b>Walter Noble</b>			<b>No account</b>	

### Operations

Name	Images	Position Title - Company	Notes	URL
Jennifer Standfest	Studio headshot but no cover img.	Director, Nursing Practice and Professional Development - Munson Medical Center	No position descriptions	<a href="https://www.linkedin.com/in/jennifer-standfest-35131137/">https://www.linkedin.com/in/jennifer-standfest-35131137/</a>
Jeremy Cannon	No images	Director of Nursing Operations and Throughput - Munson Medical Center	Account was created but not completed	<a href="https://www.linkedin.com/in/jeremy-cannon-5b4447103/">https://www.linkedin.com/in/jeremy-cannon-5b4447103/</a>
<b>Carol Baker</b>			<b>No account</b>	

Kevin Omilusik	No images	Emergency Medicine/Observation Director – Munson Medical Center	Current name on profile is: Omilusik, MD FACEP Kevin; account was created but not completed	<a href="https://www.linkedin.com/in/omilusik-md-facep-kevin-625a9384/">https://www.linkedin.com/in/omilusik-md-facep-kevin-625a9384/</a>
<b>Diane Barton</b>			<b>No account</b>	
Nick Erikson	Personal photo at a beach	Director, Outpatient Services – Munson Medical Center	All of profile is up to date and detailed, with the exception of current position (no description)	<a href="https://www.linkedin.com/in/nickerikson/">https://www.linkedin.com/in/nickerikson/</a>
Timothy Nelson	No images	Director of Ambulatory Physician Practices – Munson Medical Center	Account was created but not completed	<a href="https://www.linkedin.com/in/timothy-nelson-2699a734/">https://www.linkedin.com/in/timothy-nelson-2699a734/</a>

### Munson Healthcare Executive Team

Name	Images	Position Title - Company	Description	URL
<b>Ed Ness</b>			<b>No account</b>	
Mark Hepler	Studio headshot but no cover image	Chief Financial Officer – Munson Healthcare	Lists CPA after name; profile contains only current position with no description	<a href="https://www.linkedin.com/in/mark-hepler-cpa-30472212/">https://www.linkedin.com/in/mark-hepler-cpa-30472212/</a>
<b>Mary Beth Morrison</b>			<b>No account</b>	
Sue Peters	No images	VP-HR – Munson Medical Center	Account was created but not completed	<a href="https://www.linkedin.com/in/sue-peters-697a8010/">https://www.linkedin.com/in/sue-peters-697a8010/</a>
Al Pilog	Outdoor headshot but no cover image	President - Munson Medical Center	No position descriptions	<a href="https://www.linkedin.com/in/al-pilog-23a06824/">https://www.linkedin.com/in/al-pilog-23a06824/</a>
Chris Podges	Studio headshot but no cover image	Vice President/CIO VP Outpatient/Ambulatory Services – Munson Healthcare; President – Munson Services, Inc.; President – Munson Mobile PET	Short descriptions of every position – do Munson Services, Inc. and Munson Mobile PET still exist?	<a href="https://www.linkedin.com/in/chris-podges-10567026/">https://www.linkedin.com/in/chris-podges-10567026/</a>
Paul Shirilla	No images	VP General Counsel – Munson Healthcare	Has three accounts, including a shared account (Paul&Joan) and all are inactive; needs to choose two of these accounts to delete and update the remaining one	<a href="https://www.linkedin.com/in/paul-shirilla-15a6b010/">https://www.linkedin.com/in/paul-shirilla-15a6b010/</a> <a href="https://www.linkedin.com/in/paul-shirilla-15a6b010/">https://www.linkedin.com/in/paul-shirilla-15a6b010/</a> <a href="https://www.linkedin.com/in/paul-joan-shirilla-98a0279/">https://www.linkedin.com/in/paul-joan-shirilla-98a0279/</a>

Desiree Worthington	Studio headshot but no cover image	Chief Development Officer – Munson Healthcare	No position descriptions, only one skill and two interests	<a href="https://www.linkedin.com/in/desiree-worthington-51a92631/">https://www.linkedin.com/in/desiree-worthington-51a92631/</a>
Christine Nefcy	Studio headshot but no cover image	Chief Medical Officer – Munson Healthcare	No position descriptions; interests do not include Munson	<a href="https://www.linkedin.com/in/christine-nefcy-5ba69428/">https://www.linkedin.com/in/christine-nefcy-5ba69428/</a>
Dianne Michalek	Indoor headshot but no cover image	System Director, Corporate Communications and Public Relations at Munson Healthcare – Munson Medical Center	All of profile is up to date and detailed, with the exception of current position (no description)	<a href="https://www.linkedin.com/in/diannemichalek/">https://www.linkedin.com/in/diannemichalek/</a>
Tom Peterson	Studio headshot but no cover image	Vice President, Quality and Safety - Munson Healthcare	All of profile is up to date and detailed, with the exception of current position (short description); lists MD, FAAP after name	<a href="https://www.linkedin.com/in/tom-peterson-md-faap-48042b9/">https://www.linkedin.com/in/tom-peterson-md-faap-48042b9/</a>

## Company and Competitor Accounts

Name	Followers	Notes
Munson Medical Center	5,396	Content is posted sporadically; 21 updates total and 2,014 employees on LinkedIn.
Munson Healthcare Manistee Hospital	103	Only two updates – first was two years ago, second was three months ago; two updates total and 51 employees on LinkedIn.
Henry Ford Health System	25,286	Content is posted several times each week; 120 updates total and 9,175 employees on LinkedIn.
Henry Ford Allegiance Health	7,025	Content is posted several times each week; 375 updates total and 1,825 employees on LinkedIn.
Spectrum Health	30,310	Content is posted several times each week; 368 updates total and 12,051 employees on LinkedIn.
Spectrum Health Ludington Hospital	799	Content is posted several times each week; 224 updates total and 168 employees on LinkedIn.
Spectrum Health Foundation & Helen DeVos Children's Hospital Foundation	526	Content is posted infrequently (maybe once per month); 118 updates total and no employees on LinkedIn.
McLaren Health Care	4,755	Page only has one post; one update total and 5,431 employees on LinkedIn.
MidMichigan Health	3,599	Content is posted several times each month; 23 updates total and 1,142 employees on LinkedIn.
Metro Health	7,702	Content is posted several times each month; 43 updates total and 1,257 employees on LinkedIn.
Sparrow Health System	8,458	Content is posted weekly; 50 updates total and 2,816 employees on LinkedIn.
Beaumont Health	29,962	Content is only posted once every other month; 18 updates total and 12,449 employees on LinkedIn.
Trinity Health	13,887	Content is posted once every week or so; 63 updates total and 3,471 employees on LinkedIn.
Michigan Medicine	22,273	Content is posted weekly; 148 updates total and 7,425 employees on LinkedIn.
UP Health System – Marquette, Portage and Bell (all separate company pages)	3,502	Little to no content on the three company pages; 39 updates total and 1,007 employees on LinkedIn.

## **Notable Profiles (Examples)**

### **Chad Tuttle, MBA, NHA, President at Spectrum Health Continuing Care**

- Profile is up to date with positions, education and location, and has customized URL
  - Each position is accompanied by description of company and responsibilities
  - Tuttle frequently interacts with relevant content (i.e. “liked” Aero Med article”) and has given/received multiple recommendations
- <https://www.linkedin.com/in/chadtuttle/>

### **Karen Fordham, President and CEO at Detroit Medical Center (Huron Valley Sinai Hospital)**

- Lists awards won in bio (2014 Crain’s Top 40 Under 40, 2014 Esteemed Woman of Michigan)
- Profile is embellished with just the basics
- <https://www.linkedin.com/in/karen-fordham-5222076/>

### **David G. Duvall, Senior Vice President, Chief Marketing & Communications Officer at Novant Health**

- Profile is up to date with positions, education, location, and organizational memberships
  - Each position is accompanied by description of responsibilities and current position description includes facts about company
  - Duvall shares articles relevant to his work and position
- <https://www.linkedin.com/in/david-g-duvall-49023a5/>

### **Wright Lassiter, III, President & CEO at Henry Ford Health System**

- Profile contains only the basics but he is highly endorsed and has relevant experience
  - Lists membership on boards as volunteer experience
- <https://www.linkedin.com/in/wright-lassiter-iii-97790114/>

### **Julie Lichtenberg Stern, Senior Vice President of Development-Major Gifts at Beaumont Health System**

- Profile is up to date with positions, education and location – what a newly-created profile will look like
  - Interests (pages and groups) include Beaumont Health (her employer)
- <https://www.linkedin.com/in/julie-lichtenberg-stern-72a61513/>

## Additional Resources

### 1. Socializing Your CEO III: From Marginal to Mainstream (Weber Shandwick, 2015)

Key takeaways: “CEO social engagement is a reputational must today. Business leaders are increasingly turning to digital platforms to share their company story, reach broader networks of stakeholders and join online conversations where their company is already being talked about. CEOs who don’t embrace online communications risk being left behind.” Social media allows for two-way conversations between company leadership and employees, clients, the public, and media. In this study, “social” CEOs are those that have their own social channels, appear in videos on YouTube or post public messages on the company website (i.e. a blog).

<http://www.webershandwick.com/uploads/news/files/socializing-your-ceo-iii-exec-summary.pdf>

### 2. LinkedIn is Top Social Network for CEOs (Forbes, 2015)

Key takeaways: Eight in 10 CEOs are currently engaged online/via social media, more than double the amount in 2010. Nearly 70 percent of this engagement is through their company web pages. This article breaks down the statistics found in Weber Shandwick’s above report.

<https://www.forbes.com/sites/tjmccue/2015/05/28/linkedin-is-top-social-network-for-ceos/#51a02c473720>

### 3. The Global, Social CEO Survey (BRANDfog, 2014)

Key takeaways: “In today’s hyper-connected, information-driven world, CEOs and senior executives alike are expected to have an active social presence. Brand image, brand trust, and a company’s long term success depend on it.”

[http://brandfog.com/CEOSocialMediaSurvey/BRANDfog\\_2014\\_CEO\\_Survey.pdf](http://brandfog.com/CEOSocialMediaSurvey/BRANDfog_2014_CEO_Survey.pdf)

### 4. 15 Surprising Rules You Should Know Regarding LinkedIn Etiquette (Forbes, 2015)

Key takeaways: This could be an excellent article detailing how to properly use LinkedIn for those who do not currently have a profile. Explains connections, endorsements and other basics.

<https://www.forbes.com/sites/neilpatel/2015/05/21/15-surprising-rules-you-should-know-regarding-linkedin-etiquette/#630084596b0e>