

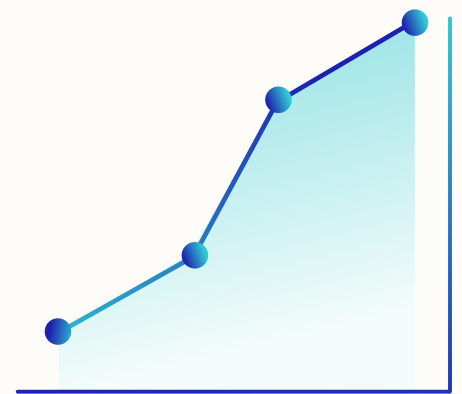
# The Capital Resource Network Effect

est. 2014 @UC DAVIS



This is what world-class AP recruitment looks like at UC Davis Health...

Tipping the balance of your recruitments in favor of UC Davis, especially in competitive recruitments where candidates might be entertaining multiple offers!



1,800

Potential New Employees

(Candidates)

Served

30%

Program Growth in Past 3 Years

96%

Of Candidates Said CRN support was 'Priceless' or 'Very Valuable' and influenced their decision to accept an offer.

3

Colleges with Institutional  
Commitments

SVM, CA&ES, SOM

2

Colleges with MOU's

SOM and SVM

1

Of-a-Kind  
Recruitment Program  
in the US

And this is just *the beginning!*

This is what we do

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Providing high-impact, personalized concierge services to support potential and new UC Davis employees and their families!

CRN concierge services enhance physician recruitment by:

- Reducing barriers to accepting an offer
- Demonstrating organizational professionalism and care
- Making the transition smoother for the physician and their family
- Enhancing the competitiveness of your recruitment package

This is how we do it

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“Big change starts with the power of small human actions.”

**Early referral** to our program is key to maximizing its impact. Involving us from the beginning of the recruitment process, with CRN orientation services to shortlisted candidates, allows us to provide timely support, align with your hiring strategy, and ensure a smooth, successful transition for your finalist and their family. The earlier we're brought in, the more effectively we can contribute to retention, satisfaction, and long-term success.

Providing **on-the-ground knowledge** and conducting the time-intensive research to help inform decision making about every aspect of their relocation and community integration and/or dual career support, well in advance of the move date and significantly reducing relocation stress.

**Increase employee productivity** from the start by professionally helping to navigate the new-hire's questions and needs, leaving him or her to focus on the new job. The CRN is ideal for seeking solutions to everyday questions and needs. From finding swim lessons, to finding special needs resources for children, a veterinarian, realtor, or bank, etc., the CRN actively manages the new-hire and family relationship for a smart start and long-term commitment to UC Davis!

**Reduce employee turnover** by investing in small, consistent actions today, with proper employee preparation, to lay the groundwork for change tomorrow, where every individual has the opportunity to thrive. This sound business model ultimately protects your investment.

# Problems we Solve



## CRN *Future* Proposal - Centralized Service, MOU Funded Model

The new pricing model must reflect the true cost of re-envisioned support services, while not decentralizing the whole program, just the financial responsibility, while keeping the service delivery centralized (but leaner).

Centralized CRN service delivery guarantees consistent relocation support for all new hires versus a decentralized model that each department implements separately.

# Sponsoring Dean Funding Model Summary

- **SOM and SVM** - CRN referrals are centrally funded for **senate** hires through an annual MOU. Non-senate hires are departmentally funded. The bulk purchase of CRN services via an MOU approach provides a **10%** discount off the regular list prices.
  - MOU required in support of funding model
  - Ability to carry forward prepaid referrals not used in a given year if purchasing another year of services
- **The total cost per Full Referral via an MOU is \$6,900, and includes 20 hours of personalized support over the course of 6 months.**
- **Split funding model option (with department and hiring bonus, if offered) or services embedded in rebranded TOTAL REWARDS package**

## Capital Resource Network

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- **Red Carpet Recruitment.**
  - Latest in the playbook for talent acquisition.
  - We are your partner in **attracting** and retaining **high quality** faculty and staff.
  - Help the department to obtain their **candidate of choice** especially in competitive recruitments where candidates are entertaining multiple offers.
  - **Streamline onboarding** and increasing employee productivity.
  - Option to remain **cost neutral**



## Physician recruitment incentive types seen at competing institutions include:

- **Sutter Medical Group (SMG)** - income guarantees (1-2 years), productivity bonus, sign-on bonus, relocation, forgivable loans, zero-cost medical insurance, 100% 401(K) match, shareholder-track option for physicians wanting long-term equity.

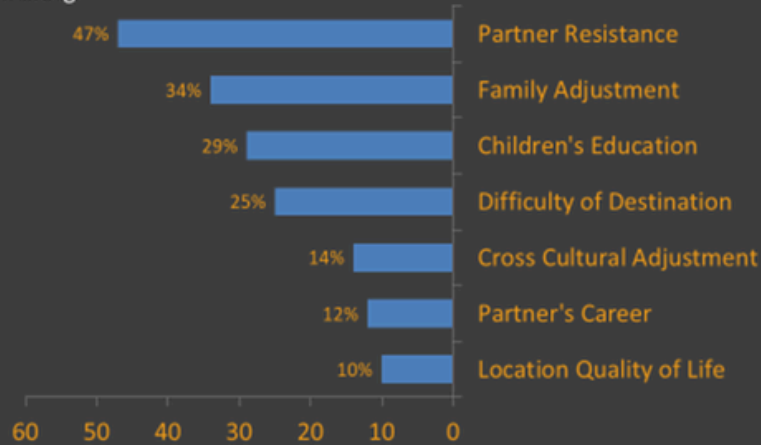
- **Mercy/Dignity Health** - sign-on bonus (sometimes very large, depending on specialty, Anesthesiology \$150,000), moving/relocation, base/bonus potential high in procedural or high-intensity specialties, schedule perks (no weekends/no holidays/no on-call in some roles).
- **Shriner's Children's Hospital** - competitive salaries, relocation, student loan payback, full benefits (medical/dental/vision), retirement matching, and a lighter schedule in some roles.
- **UC Davis Health** - REPUTATIONAL CURRENCY. Incentives include Base + academic compensation plans, additional incentives like call pay, 'Z' bonuses, relocation allowances, paid leave, continuing medical education, conference allowances, sometimes defined bonus structure for relative value unit (RVU) or volume/complexity productivity pay.

## Its practical application

- Lean CRN *Future* Program without decentralized operations and streamlined onboarding
- Flexible pricing options
- Recruitment ROI as CRN is handling relocation and integration, and not your new hire, likely at a higher pay-grade.
- Reduced friction on the recruitment process, relocation process and address varying onboarding
- One-year pilot with reassessment (surveys, satisfaction, usage data)

# Reasons for failed recruitments

www.awis.org



## Menu of Services (condensed)

- Pre-Hire Consults (Orientation to CRN services for candidates)
  - **\$230 Tier 1- Zoom consultation only**
  - **\$460 Tier 2 (orientation to services over a meal/recruitment bag)**
  - **\$4,250 Getting Started Package - Full Tour and Initial Resources (orientation, meal and real estate agent)**
  
- Full Referral (Relocation and Integration ≈ 20 hours of service) **\$7,590 (non-MOU referrals)**
  - Relocation & Integration
    - *Housing visit itinerary and Temporary housing*
    - *Moving resources*
    - *Benefits information*
    - *Family pet needs*
    - *DMV /Real ID information*
    - *Childcare, schools/extracurriculars*
    - *Elder care and other family-related needs*
  - Dual Career Support- **Supported in Phase II**
    - Development of career strategic plan
    - One-on-one coaching
    - Professional networking/informational meetings
    - Resumé and application feedback

- Interview preparation

- Add on Hours **\$3,795**
- Retention Services (Dual Career Only) **\$7,590 - Phase II**
- Recruitment and Welcome Gifts
  - \$325 Recruitment Bag
  - \$545 Welcome Basket
  - \$215 Aggie Swag Bag for Kids

# For the Candidates

## Recruitment Products

- Either recruitment bag or basket option.
- **\$325 and linked to another CRN service unless department orders in bulk of 10 or more.**
- **When given in conjunction with another CRN service, delivered to the hotel room on candidate arrival.**



## Welcome - On Arrival

## Welcome Basket

- \$545 and ordered in conjunction with CRN services.
- Delivered by CRN director to home of new hire on arrival and before start date.
- Coffee, tea and/or wine version and bespoke to family/individual preferences.
- Farmer's Market Fair Trade CRN assembled basket filled to the brim with locally sourced jam, honey, nuts, dried fruit, biscuits, crackers, olives etc, including high end UC Davis swag items



## A look behind the curtain: real-life examples from past cases

### 1) When System Gaps Derail Great Talent—but Insight Prevents a Greater Loss

Despite strong mutual interest, from both the candidate and UC Davis Health, a high-level recruitment ultimately did not move forward, not because of compensation or role fit, but due to a critical family need. The finalist's child required 24-hour in-home medical care, fully covered in their home state. After extensive research, it became clear that equivalent services in California, while available in part, would involve navigating complex systems with uncertain eligibility and no immediate support.

- a. CRN stepped in early to guide the family through California's offerings including an informational meeting with President and CEO of the United Cerebral Palsy Association of Sacramento and Northern California which had purview over 6,000 affected families. While we clarified options and offered advocacy, the care gap proved insurmountable for the family, being both cost-prohibitive and disruptive to their daily routine.
- b. By identifying this barrier early in the process, CRN saved the institution significant time and expense. What could have become a failed retention case post-hire was instead averted, highlighting the essential role of proactive, family-centered recruitment support.

## **2) When Great Hires Say No: Don't Underestimate the Influence of a Partner, Spouse, or Family in a Successful Recruitment - Many times their vote(s) are the only ones that count!**

Top talent doesn't move alone, and ignoring a candidate's partner can mean losing your top hire of choice. If you want the best, you need to think beyond the offer letter, because successful hires often hinge on family-first offer acceptance.

- a. Ignoring the spouse/partner: During a second visit, we've heard from a UC Davis Health finalist candidate spouse that, 'the competing offer left me stuck in the hotel room the entire time... and I was definitely not on board with THAT offer.' Recognizing the vital role that partners and spouses play in the recruitment process is key for achieving a successful outcome. When partners and spouses feel seen, included, and valued in the recruitment journey, it creates a deeper sense of belonging, not just for the candidate, but for the whole family.

## **3) From Pom-Poms to Prom: Bridging East Coast High School Traditions with a West Coast Opportunity at UC Davis**

An executive recruitment at UC Davis Health was momentarily paused, not over salary negotiations, but high school politics. The finalist's daughter, a high school senior and East Coast head cheerleader, was refusing to relocate and miss out on her senior prom and head cheerleading opportunity. The recruitment was stalled.

- a. Enter CRN: To ensure a soft landing for the whole family, the CRN connected the finalist's daughter to the head coach of the cheer squad at Davis Senior High School, where she was granted a position on the team. The DHS football coach helped her find a prom date (a DHS football player, naturally). A potential dealbreaker became a memorable transition, and a move that worked for everyone.

# What our clients are saying...

# Jack Lin, M.D.

*"The service that I received from CRN was personable and targeted our unique situation. The team first spent a great deal of time finding out our needs then meticulously executed a plan covering a short-term rental, school resources, private tutor, and realtor. Importantly, they really cared about our family and went the extra mile to ensure that we were welcome to the Davis Community. They were our advocates! We truly appreciate everything and would consider CRN essential for new faculty recruitment."*



Director, UC Davis Comprehensive  
Epilepsy Program

Professor, Department of Neurology

UC Davis Health

# Lindsey Overstreet

*"The Capital Resource Network has been an invaluable resource for me in making the move from Texas to California. From setting me up with a real estate agent to identifying new healthcare providers for me to helping me navigate the DMV and car registration change, I could not imagine going through this huge life change without their help. I also received the kindest and most thoughtful gift basket from the CRN staff, which included a handmade toy for my cat! It's those little touches that really make a person feel cared for, and that means a lot to someone who is starting out in a brand-new city."*



Child Clinical Psychology Internship  
and Fellowship Training Director

Department of Psychiatry and  
Behavioral Science

UC Davis Health

## Andrew Bresnahan

"This is an amazing resource. I think it may actually contribute to a candidate's decision regarding whether or not to accept a position. In my situation, accepting a position means making many big life-changes (moving my family of 5 across the country). That alone is a daunting challenge. The CRN provides reassurance and guidance for these difficult aspects of change outside of the professional change itself. "



*Andrew Bresnahan  
Executive Director  
Oncology Services Cell and Gene Therapy  
UC Davis Health*



## Misagh Piran

“The team played a crucial role in helping my family settle in Sacramento. They assisted us in finding a home, providing recommendations, and sharing essential resources that made our transition much smoother. Their ongoing updates and insights upon our move were incredibly helpful in navigating a new city. I truly appreciate the dedication, patience, and personalized approach of the CRN. I’m grateful for their efforts. Thank you again for everything!”



*Misagh Piran, M.D., F.S.C.M.R.  
Assistant Professor  
Principal Investigator and Lead Director of  
Research  
Cardiothoracic Division  
Department of Radiology*



# Don Taylor

“The CRN is amazing. It's certainly stressful to move across the country and join such an impressive organization. CRN assisted greatly regarding neighborhood selections, real estate agent, moving logistics, extra learning needs for my son, and more!”



*Donald P. Taylor, Ph.D., M.B.A., C.L.P.  
Chief Ventures Officer*



# Paul LePage

*"The CRN was an invaluable resource as part of my onboarding to UC Davis. They helped tremendously with aligning and coordinating all aspects of finding the right home for my family, helping with finding movers for our trek across the country, and helping us with small things that came up along the way. Not many institutions across the country have a program like this, but it truly made things so much less stressful, and made us feel part of the community from day 1. We were so lucky to be able to leverage these folks and they were an absolute delight!"*



Executive Director

Financial Services Administration

UC Davis Health

## Looking ahead

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As healthcare systems compete for top talent in an increasingly global and digital marketplace, recruitment is no longer just about filling roles; it's about building relationships and creating compelling employee experiences from the very first interaction.

The CRN creates a **100% positive first impression** of UC Davis by:

- Helping you attract and retain the best and the brightest.
- Increasing new employee productivity and loyalty with resources and guidance on settling into a new community, combined with a heartfelt personal touch that makes the transition feel less like a move and more like coming home.
- Reducing premature employee turnover.
- Leveraging our growing network to meet dual career support needs.

“We're shaping a future where talent thrives and tomorrow's workforce chooses to stay.”

