KNOWLEDGE CAPITAL GROUP LLC

ENGAGEMENT AT A GLANCE

Transforming Physician Recruitment at a Leading Academic Health System

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» CLIENT OVERVIEW

MUSC Health
Medical University of South Carolina

MUSC Health is the state's only comprehensive academic health system, with an $8B+ enterprise budget, 18 hospitals, and 830+ care locations statewide.

The system delivers complex tertiary and quaternary care through its flagship academic medical center, children's hospital, and NCI-designated cancer center in Charleston, SC.

MUSC's College of Medicine employs over 1,500 faculty and trains more than 900 residents and fellows across 18 clinical science departments, supporting a robust academic and clinical enterprise.

» THE CHALLENGE

MUSC's 'OneMUSC' enterprise strategic plan set an ambitious goal to become a top-20 academic health system within 20 years, requiring a transformational acceleration in clinical and academic faculty recruitment.

Existing recruitment processes were largely reactive and lacked the structure, scalability, and transparency needed to support this 'Quantum' level of growth — limiting the organization's ability to proactively plan future workforce needs, align hiring with strategic priorities, and effectively allocate resources.

» THE SOLUTION

KCG partnered with MUSC College of Medicine [COM] and health system leadership to design and implement an integrated physician recruitment process structured around three interrelated workstreams:

Recruitment Forecasting & Strategic Alignment

Aligned traditional recruitment forecasting with strategic growth plans, market trends, and physician workforce data — creating a specialty-based recruitment forecast with a 24-month forward-looking planning horizon

Reporting & Analytics

Empowered COM Chairs and system leaders with centralized dashboards that linked hiring targets with enterprise priorities and tracked physician growth, time-to-fill, anticipated departures, and other specialty-level metrics in real time

Governance & Accountability

Established governance structure aligning MUSC Health and COM stakeholders around shared recruitment goals and performance metrics, enabling more robust and impactful performance management and forecasting capabilities

» THE IMPACT

9.8%
2-Year CAGR in Physician Growth

10.8%
2-Year CAGR in PB Collections

35%
Reduction in Physician Attrition

"KCG was instrumental in helping our team stand up the structure, processes, and tools needed to rapidly advance our clinical and academic faculty recruitment efforts. Their support enabled sustained growth and strengthened visibility and accountability, driving improved recruitment performance. I highly recommend KCG to health systems seeking to drive execution and results."

– *Executive Leader*

KCG is a boutique healthcare consulting firm specializing in strategy & organizational transformation. Organizations have trusted KCG during moments that matter most—periods of growth or disruption, enterprise transformation, major partnerships, & performance inflection points.