

# Realizing a World of Medicaid Opportunity – with Top Talent

Sellers Dorsey advises healthcare clients nationwide – on all sides of Medicaid – how to enhance peoples’ lives through high quality care and sound financial practices. Demand for its Medicaid consulting has gone up significantly and Gibson Consultants has helped meet that demand by providing practice and project staff who know Medicaid programs, Medicaid healthcare providers – and how to fit into the Sellers Dorsey culture of growth, collaboration, and high performance.



“My only regret has been not working with Gibson Consultants sooner. They’ve done a wonderful job understanding our needs, figuring out our culture, and bringing us only the best candidates. They’ve made our teams better and our business stronger.”

- Marty Sellers,  
Co-Founder and CEO, Sellers Dorsey



Balancing the healthcare and financial needs of the thousands of families, individuals and providers that participate in Medicaid programs has become more important than ever.

Philadelphia-based healthcare consulting firm Sellers Dorsey helps states and providers nationwide find this balance by giving operational and financial guidance that enhances patient care while keeping provider operations healthy and strong.

Marty Sellers is co-founder and CEO of the 20-year-old firm. Brian McGuckin is vice president of corporate strategy and leader of the Medicaid financing practice group. Together, they share the responsibilities of talent acquisition and team development for the Medicaid practice group.

In the past, it’s been a struggle to find the right people, but since engaging Gibson Consultants things have gone much more smoothly.

“It’s really difficult to find great people who know Medicaid, who have the intellectual curiosity for consulting, and who fit our culture,” Sellers said. “That’s a tall order, but the Gibson team has really come through for us, allowing us to help more states and providers, and grow our business at the same time.”

McGuckin has had the closest working relationship with Gibson Consultants on key hires for the Medicaid financing team.

“We simply didn’t know what was possible until we started working with Gibson Consultants,” McGuckin said. “We were always skeptical that it could be done by an outside firm, but Gibson Consultants has proven to us that quality firms like theirs find and attract quality candidates. We’ve given them some difficult requirements and they’ve come through every time.”

## Aligning on Values and Engagement

Culture supports and surrounds client deliverables and services at Sellers Dorsey. And the company has invested in culture because it strengthens engagement among staff and creates value for the clients.

“We need smart people who can demonstrate they know a lot, but don’t act like they know everything,” Sellers said. “Gibson Consultants understood right away that emotional intelligence is very important to us, so they screen for it carefully. They think like we do when it comes to evaluating good candidates and that’s why we’ve been so successful with them.”

In addition to strong Medicaid consulting hires, Gibson Consultants has also delivered on other high priority searches, such as Vice President of Administration.

“No matter what niche role we’re looking for, Gibson Consultants responds quickly with candidates who fit us so we’re spending time wisely and productively,” McGuckin said. “We’ve been amazed at the speed and quality.”

Sellers sees great opportunity for growth ahead. The only limit to that growth is the people to make it happen.

“My only regret has been not working with Gibson Consultants sooner,” Sellers said. “They’ve done a wonderful job understanding our needs, figuring out our culture, and bringing us only the best candidates. They’ve made our teams better and our business stronger.”

“ We simply didn’t know what was possible until we started working with Gibson Consultants. We were always skeptical that it could be done by an outside firm, but Gibson Consultants has proven to us that quality firms like theirs find and attract quality candidates. We’ve given them some difficult requirements and they’ve come through every time. ”



- Brian McGuckin, VP Corporate Strategy, Sellers Dorsey



## Putting a Premium on Emotional Intelligence

### Ambition:

Sellers Dorsey consults with Medicaid programs and providers nationwide, and is adding key executives in practice leadership, project management and healthcare finance.

### Action:

With a keen eye on emotional intelligence – a primary attribute for Sellers Dorsey – Gibson Consultants attracts qualified candidates through an extensive network and careful screening methods that ensure personality and cultural fit.

### Outcome:

Sellers Dorsey has partnered with Gibson Consultants to add Medicaid experts that are already leading client engagements and driving new revenue growth.

