

Integration Director, Health Systems

Job Description

The **Integration Director, Health Systems** is a passionate, driven, strategic and dynamic sales leader who is highly creative, has a strong track record of driving adoption and clinical pathway acceleration for disruptive products, services, and information technology in the healthcare realm. This individual works very well in a team environment, has a strong work ethic and an ability to think outside the box to drive accelerated adoption of Aspira Women's Health entire portfolio of products. The ID will report to the Head of Hospital Systems. Aspira Women's Health (AWH) is a growing innovative organization that strives to globally transform women's health, starting with ovarian cancer.

Locations: Michigan, Illinois, Texas, Georgia, Florida

Summary of Purpose:

The **Integration Director, Health Systems** is responsible for working in a team atmosphere to develop volume, integrate health systems into AWH's suite of products, and drive growth within the assigned geography and target accounts. This role will need to be highly strategic, a big thinker, skilled at assessing workflows and implementing new processes and standards of care at complex health systems. The ID cultivates business by scoping and targeting growth areas, identifying ease of use barriers, gaps in workflow, product related barriers, and voice of the customer surveys with the goal of establishing Aspira's product portfolio as standards of care within their assigned accounts. The Integration Leader(s) will be responsible for developing, leading, and executing the Customer Integration Strategy. The goal of this role is to create a strong call to action for early detection in Ovarian Cancer and accelerate clinical pathway adoption. The ID works together with Commercial and Clinical Leadership, Regional Directors and cross functional teams at AWH to drive acceptance of testing through the zone and recognizes territory specific dynamics and adjusts the integration strategy to maximize volume growth – in both units and revenue. The ID focuses on the development and implementation of market specific tactical plans to achieve corporate financial milestones and cultivates business within the territory based on AWH sales processes and marketing strategies. The ID drives top-line revenue consistent with company objectives while maintaining fiscal responsibility (i.e., expenses, budget, etc.). Aspira is a fast paced, performance driven culture and is seeking candidates that desire to be part of a high growth company and perform at very high levels.

Accountabilities:

- Overall Growth Targets set monthly, quarterly, and annually.
- Elimination of One Time Sending Physicians Quarterly – ensuring growth of each customer each quarter.
- Develop, Lead, and Execute Customer Integration Strategy and process.
- Execute the integration of 100% of health system accounts.
- Meet monthly with the Head of Hospital Systems, National Sales & Commercial Activation Leader, and individual Regional Account Directors to identify top target accounts within each Core Team Territory requiring integration/re-integration.

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- Once Core Team Accounts are accepted, ID will be responsible for developing an integration strategy and driving growth within those accounts.
- GYNONC adoption of portfolio of products within Health Systems
- Work cross functionally within the organization to achieve corporate goals and drive success. (SAM, Regional Directors, Leadership, customer service, clinical specialists, etc.)
- Sound management of T&E budget
- Formulation and execution of Customer Integration Strategy, Process Map, Voice of the Customer Surveys, and quarterly business plans and tactical plans.

Essential Functions:

- Develop, Lead, and Execute the Customer Integration Strategy and Process for Health System Customers and Physician Practice customers utilizing voice of the customer surveys, Gemba Walks, collaboration with internal stakeholders, and present strategy for approval by the leadership team.
- Work collaboratively with Health System Regional Directors to integrate new customers effectively utilizing the Customer Integration Strategy.
- Work collaboratively with Core-Team Leadership and Regional Account Directors to identify accounts requiring integration and effectively integrate into product portfolio.
- Create sound, cutting edge business plan that will enable exponential growth and adoption of all AWH products.
- Utilize a forecasting process within Salesforce.com on a monthly and semi-monthly basis to communicate with Commercial Leadership, Specialty Account Executive and Inside Sales counterparts on sales opportunities including 30/60/90 day forecast.
- Drive monthly sales cadence
- Utilize systems to manage client revenues and specimens daily.
- Working in collaborate with Regional Directors and the VP of Managed Care: Understand and create plan around managed care coverage in assigned geography to properly target richer accounts and providers for the company.
- Contribute to increasing company's overall Average Unit Price for all products.
- Work collaborative with the Director of Managed Care, Head of Academic Partnerships, and other cross-functional leads to continuously enhance the Customer Integration Strategy.
- Engage with the cross-functional teams to drive strategic initiatives including specialty, hospital, and research.
- Develop cross-service line strategy within assigned accounts.
- Understand the decision-making process in each account during the integration phase, including identification of champion, decision maker(s), influencers, overcoming objections, introducing new services, making sales presentations and clear identification of next steps with appropriate urgency to integrate quickly and efficiently.
- Prepares co-travel reports for all accounts visited for any co-travel hosted within territory to visiting individual at least 24 hours prior to travel commencing.

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- Participates in regional and national trade shows as required.
- Travel up to 75%
- Strong work ethic, entrepreneurial mindset and willing tackle uncharted waters and white space and convert into successful wins.

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