

Regional Director, Health Systems

Job Description

The **Regional Director, Health Systems** is a passionate, driven, strategic and dynamic sales professional who is highly creative, has a strong track record of driving adoption and clinical pathway acceleration for disruptive products and services 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 Regional Director 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 **Regional Director, Health Systems** is responsible for working in a team atmosphere to develop volume, penetration of whitespace, development of new customers in health systems within their assigned geography and target health systems. This role will need to be highly strategic, a big thinker and skilled at developing net new markets. The RD cultivates business by scoping and targeting growth areas with the goal of establishing Aspira's product portfolio as standards of care within their assigned accounts. 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 RD works together with the Integration Director and all cross functional teams at AWH to drive acceptance of testing through the health system and recognizes territory specific dynamics and adjusts the territory targeting strategy in order to maximize volume growth – in both units and revenue. The RD 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 RD 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 Volume and Revenue Growth assigned monthly, quarterly and yearly for AWH portfolio of products.
- Elimination of One Time Sending Physicians Quarterly – ensuring growth of each customer each quarter.
- New Health System and Physician Quarterly Targets
- Key Opinion Leader Advocacy and Adoption of Products – Quarterly Target of Programs
- GYNONC adoption of portfolio of products within Health Systems

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- Penetration into large, prominent health systems in Region
- Territory specific focus on increasing Average Unit Price for Ova1 and GenetiX
- Research and study enrollment within territory
- Work cross functionally within the organization to achieve corporate goals and drive success. (SAM, Integration Leaders, customer service, clinical specialists, etc.)
- Sound management of T&E budget
- Formulation and execution of quarterly business plans and tactical plans.

Essential Functions:

- 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.
- 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.
- Engage with the cross-functional teams to drive strategic initiatives including specialty, hospital and research.
- Identify key providers and apply resources to the development of key opinion leaders within geography.
- Leads the organization in advocacy programs such as lunch/dinner programs, speaker events, CME programs, grand rounds, etc. to drive uptake through the Ob-Gyn channel. Primary responsibility to ensure appropriate and adequate attendance at each program.
- Engage with top accounts and health systems to ensure awareness and promotion of AWH products.
- Understand the decision-making process in each account, 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 close opportunities.
- 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.
- 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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