Health Systems Executive

Job Description

The Health Systems Executive 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 HSE will report to the Head of Health Systems & Commercial Transformation. Aspira Women’s Health (AWH) is a growing innovative organization that strives to globally transform women’s health, starting with ovarian cancer.

Summary of Purpose:

The Health Systems Executive is responsible for working in a team atmosphere to develop volume, penetration of whitespace, and development of health systems accounts within their assigned geography. This role will need to be highly strategic, a big thinker and skilled at developing net new markets. The HSE cultivates business by scoping and targeting growth areas with the goal of establishing Aspira’s product portfolio as standards of care within their 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 HSE works together with the Director of Enterprise Solutions & Implementation, Field Sales, Marketing, Leadership, 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 to maximize volume growth – in both units and revenue. The HSE 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 HSE will lead, develop, strategize, and execute on the sales and integration strategy of a net new sales channel. The ideal candidate will be a high energy, creative, self-starter who thrives in areas of uncertainty and will drive forward and accelerate the path of building new client relationships with the goal of standard of care conversion and driving volume through clinical protocol development and EMR integration. The HSE drives top-line revenue consistent with company objectives while maintaining fiscal responsibility (i.e., expenses, budget, etc.). The HSE will drive growth of AWH portfolio within targeted health systems through the health systems channel. 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 & Essential Functions:

- **6 Pillars:**
  - Standard of Care Conversion
  - EMR Integration & Ease of Use
  - Health System Buy-In
  - Contracting
  - Clinical Protocol Development
  - Clinical Activation

- Developing and executing a pre-sales strategy within assigned territory to gain health-system buy-in to adopt Aspira’s portfolio of products as the standard of care.

- Identify key targets through assessment of current volume, ICD-10 & CPT code analysis, research initiatives, focus on women’s health, current laboratory agreements (ARUP vs Hospital), etc.

- Responsible for standard of care conversion within assigned territory

- Key Opinion Leader Development & Champion Development within assigned Health System
  - Gynecologic Oncologist
  - MIS/Robotic Program Director/Coordinators
  - Chief of OB/GYN

- Gaining buy-in of Health System Executives & Stakeholders (COFIA):
  - COFIA = Clinical, Operational, Financial, Informatics, Administration
  - Hospital C-Suite Executives & Key Stakeholders
  - Medical Group Executives & Key Stakeholders
  - Network Executives & Key Stakeholders
  - Departmental Chiefs (Chief of GYN, ONC, etc.)
  - VPs of Service-lines
  - Laboratory Executives & Stakeholders

- Clinical activation through mass education campaigns
  - Grand Rounds (Medicine, Surgery, Ob/GYN, etc.)
  - Co-Branding Collateral Opportunities in Health System Intranet
  - Research & Co-Development opportunities within health systems

- Partnering with Director of Enterprise Solutions & Implementation to integrate into EMR: Electronic Requisition, Order Sets & Clinical Protocols, Inpatient/Ambulatory Ovarian Cancer Assessment tools

- Own the contracting process within target accounts: Phlebotomy Agreements & Laboratory Service Agreements, etc.

- Overall Volume and Revenue Growth assigned monthly, quarterly, and yearly for AWH portfolio of products with targeted health systems.

- Prevention of One Time Sending Physicians Quarterly – ensuring growth within Health System target accounts each quarter (ease of use & clinical protocol activation).

- Leading through influence field sales team to target key physicians and physician groups to drive volume through the health system channel.

- New Health System Quarterly Targets
• GYNONC adoption of portfolio of products within Health Systems
• 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.
• Sound management of T&E budget
• Formulation and execution of quarterly business plans and tactical plans.
• Responsibilities to be added by leadership on an as needed basis.
• Create sound, cutting edge strategic business plan that will enable exponential growth and adoption of all AWH products.
• Utilize a forecasting process within Salesforce.com on to communicate with Commercial Leadership, and field sales counterparts on sales opportunities including 30/60/90-day forecast.
• Drive monthly sales cadence and provide strategic support to field sales.
• Develop and execute a plan of action for phlebotomy agreements and laboratory services agreement with the goal of expanding Aspira’s access to blood in your region.
• 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.
• Identify key providers and apply resources to the development of key opinion leaders
• 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 75%
• Strong work ethic, entrepreneurial mindset and willing tackle unchartered waters and whitespace and convert into successful wins.

Requirements

• Minimum 5-years’ experience in a strategic sales role, driving standard of care conversion and portfolio adoption.
• Clinician Preferred (Women’s Health, RN, NP, MLT)
• Diagnostics tests / molecular science / women’s health/ oncology / laboratory sales experience strongly preferred.
• Bachelor’s Degree Required, Masters preferred (MSN, MBA, MPH, etc)
• Deep understanding of clinical workflow assessment and development
• Well versed in the Laboratory space and deep understanding of the dynamics in health systems (hospitals, physician groups, ACOs and health system labs)
• Deep understanding of EMR interoperability
• Experience with Health System & Laboratory Contracts: Phlebotomy Agreements & Laboratory Service Agreements, etc.
• Knowledge of reimbursement and payor market with strong understanding of CPT/ICD data and integrating into strategy.
• Understand how to integrate health system priorities from multiple resources into strategy.
• Deep understanding of formulating strategic business plans and tactical plans for presentation to leadership.
• Competitive Health System Conversions
• Coordination of and understanding of Grand Round Presentations
• Understanding of nuances with Academic Health Systems
• Developing & Executing Overall Health System Sales Strategy
• Selling through influence
• Clinical Lexicon
• Well versed in Linked-In Sales Strategies
• Consistent Top performer – exceeding metrics year over year
• Experience with calling on C-Suite, Service Line VP, Physicians, & Health Systems
• Strategic, Detail oriented, confident, winners’ attitude
• Entrepreneurial & resourceful