



Job Title: Director - Encores Sales and Marketing

Job Code: DTWN-CU35

FLSA Exempt Status: Exempt

Job Summary: This position is responsible for providing administrative decision making, leadership and strategic planning including the efficient and productive use of personnel, material and financial resources. Establishes policy and direction (programs and services) for department, and is accountable for department results. This position is also responsible for the efficient and purposeful integration of services with other areas and emerging delivery systems. Directs, develops, and implements effective sales/service presentation and communication programs for PPO networks and products to retain and increase membership enrollment growth. Establishes departmental policy and procedures to ensure development and achievement of goals and standards for client retention and increased network sales through contracted payers. Introduces the PPO products and networks to new payors and recommend payors for contract status.

SPECIFICATIONS

Description

Minimum Required

Preferred / Desired

Experience

Requires five to six years of experience in an insurance or health care setting in a customer service and direct sales position which includes two years of management experience. , Requires advanced interpersonal and negotiation skills. , Requires knowledge of state and national regulatory agency guidelines. , Requires the ability to lead quality improvement initiatives. , Requires the ability to plan and manage the utilization of resources. , Requires the ability to facilitate and lead work groups. , Requires ability to apply Clarian personnel policies and procedures. , Requires knowledge of state and federal laws relative to assigned area. , Requires effective written and verbal communication skills. , Requires ability to communicate sensitive issues with all levels of employees/management. , Requires strong customer service skills. , Requires the ability to promote teamwork and build effective relationships. , Requires the ability to take initiative and meet objectives. , Requires a high level of interpersonal, problem-solving and analytical skills. , Requires demonstrated proficiency dealing with organizational complexity. , Requires experience in an academic setting. , Requires experience handling mergers/acquisitions. , Requires demonstrated leadership skills (inspiring; problem solving; marketing ideas; negotiating; communicating across multiple organizations; executing. , Requires experience managing multiple complex projects involving multiple customers. , Requires public speaking experience. , Requires experience preparing and adhering to Service Level Agreements with stakeholders/customers. , Requires ability to manage matrix reporting relationships.

Education

Requires Bachelor?s degree in Marketing, Business or Healthcare discipline.

Training

Special Skills

Licensure

Requires current Indiana Life and Health Insurance Agent's license.

Reporting Relationships

Does this position formally supervise employees? Yes

Has authority (delegated) to hire, fire, discipline, promote or effectively recommend such to manager.

WORK ENVIRONMENT

Functional Demands	Other			
	<u>Activity Level Throughout Workday</u>			
Physical Activity Requirements	Occasional (0-35% of day)	Frequent (36-66% of day)	Continuous (67-100% of day)	Not Applicable
Sitting				X
Standing				X
Walking				X
Climbing				X
Lifting (floor to waist level)				X
Lifting (waist level and above)				X
Carrying objects				X
Push/pull				X
Twisting				X
Bending				X
Reaching forward				X
Reaching overhead				X
Squat/kneel/crawl				X
Wrist position deviation				X
Pinching/fine motor activities				X
Keyboard use/repetitive motion				X
Taste or smell				X
Talk or hear				X
Sensory Requirements	Minimal	Moderate	Accurate	Not Applicable
Depth perception				X
Hearing				X
	Yes	No	Not Applicable	
Color Discrimination			X	
	Accurate 20/40	Very Accurate 20/20	Not Applicable	
Near Vision			X	
Far Vision			X	
Environment Requirements	Reasonably Anticipated		Not Anticipated	
Occupational Exposure Risk Potential				
Bloodborne pathogens			X	
Chemical			X	
Airborne communicable diseases			X	

Extreme temperatures	X
Radiation	X
Uneven surfaces or elevations	X
Extreme noise levels	X
Dust/particular matter	X
Usual workday hours	Other
Other (List)	Not Anticipated

BEHAVIORS/ESSENTIAL FUNCTIONS

Total Weight 100%

Behaviors/Essential Functions		Weight
1.	Essential Functions	50.0%

Performance Expectation	
1.1	Leadership - Is accountable for strategic planning, program development, labor management, and overall operational administration. Accountable for development of department policy and ensuing procedures and communications. Accountable for fair and consistent interpretation and application of policy across department. Provides decision making at department level. Pushes decisions down to lowest level. Practices and deploys evidence based decision making.
1.2	Personnel Management - Maintains personnel management accountability for the team by fairly interpreting and applying personnel policies and procedures. Facilitates a continuous employee feedback process to enhance work processes.
1.3	Accreditation - Ensures compliance with all applicable accreditation standards within the assigned areas of accountability.
1.4	Financial - Accountable for department budget including multiple accounting units, financial planning, capital proposals and expenses and department budget performance. Role has authority to approve invoices up to \$50,000.
1.5	Strategic Planning - Accountable for strategic plan from 6 months to two years. Integrates, aligns, and synthesizes department plans with division and corporate priorities.
1.6	Communication - Develops and maintains a communication system which assures effective flow of information.
1.7	Quality - Sets direction and policy to ensure department quality outcomes in (or moving toward) 90th percentile on Corporate Scorecard. Ensures cultural focus on quality outcomes. Accountable for system design and review. Personally participates, uses and fosters use of the Model for Improvement. Values, encourages and listens to suggestions from the Gemba. Accountable for key work process design and creation of work culture that results in high reliability.
1.8	Safety - Promotes a just culture of employee/patient safety. Establishes direction, department policy and action plans resulting in the ?prediction, anticipation, and prevention? of accidents and mistakes. Sets an expectation that staff should report all accidents/mistakes without retribution, and uses information as a source of learning. Accountable for operational audits and controls which result in evidence based data used to improve safe outcomes. Accountable for system reviews/process redesign to ensure safe outcomes and prevent mistakes.
1.9	Customer Service - Accountable for the active practice of service excellence standards in department to anticipate and meet customer needs. Communicates patient satisfaction scores to all department members, and establishes policy and programs to drive improvements in scores to meet (or move toward) preeminent status (90th percentile). Ensures that appropriate systems are in place to provide safe, efficient, and customer-oriented service to all internal and external customers.
1.10	People Excellence - Accountable for and models a culture of people excellence for the department. Models and expects all management to engage the workforce in a way that fosters mutual trust, respect, care and concern. Develops policy and action plans for department that ensures talent development (recruitment, retention, and staff learning and development, satisfaction and well-being). Fosters a culture of valuing staff by: 1) demonstrating commitment to staff success; 2) providing recognition beyond regular pay; 3) offering development and progression; 4) sharing the department?s knowledge to better serve customers and meet strategic objectives; 5) creating an environment that encourages risk taking and innovation; and 6) creating a supportive environment for a diverse workforce. Retention rates and employee opinion survey results meet (or are moving toward) preeminent status.
1.11	Accountabilities - Accountable for outcomes of the department, meet, or are moving towards preeminent status, including: policy and direction setting; integration of services with other areas; interpretation and application of policy and procedure; creating fair application; program development; positive employee relations climate and talent management; service delivery, quality, safety, and patient satisfaction, and regulatory compliance; and financial planning and operating budget performance at or below budget targets.
1.12	Encore Accountabilities - Designs, develops, and manages the implementation of marketing strategies and programs, and establishes departmental policies and procedures to enhance retention of and increase contract participation and client groups, including the recommendation of appropriate access fees. Directs, and schedules the activities of department staff to achieve continuous sales and service with contracted payors. Schedules staff activities and establishes individual and departmental goals in regard to keeping payors and employers informed of any new services and PPO products, responding to payor questions and concerns through correspondence and regular proactive payor visitations. Establishes and maintains long-term business relationships with clients by ensuring that quality service in response to client needs is provided by all PPO support services. Responsible for GeoAccessmaps for network access and assists in providing information for RFI. Distributes marketing

	materials, facilitating question/answer sessions and conducts employer/payer/broker presentations. Works with payor relations and provider relations staff to identify and solve internal systems and service-related problems and to facilitate responses to employer and payors. Responsible for monthly and adhoc reports on sales. Manages enrollment and contract forecasting, sales analysis and marketing planning for all PPO products.
1.13	Licensure/Certification/Registrations - Verifies that employee possesses documentation of current appropriate licensure/certification/registrations as required by job description. Yes = Meets Expectations No = Does Not Meet Expectations (will require a comment) N/A= Job does not require DO NOT SELECT EXCEEDS EXPECTATIONS

Behaviors/Essential Functions		Weight
2.	Behaviors	50.0%

Performance Expectation	
2.1	Commitment to Purpose and Preeminence - Demonstrates a commitment to Clarian's mission, vision and values supporting organizational decisions and behaviors. Collaborates with the Leadership Team and staff to facilitate the development and implementation of systems and processes to ensure that the mission and core values attain the strategic vision. Strengthens areas in need of improvement to ensure performance or strategic goal attainment. Inspires teamwork among leadership and staff while acting as an agent for change supporting a culture that delivers superior service and excellence. Sponsors and encourages initiatives to reduce leadership variances and create alignment with the five pillars (Quality & Safety, People, Education & Research, Growth & Finance and Service.) Identifies key drivers and develops standards and visible accountabilities to create a culture of service excellence. Recognizes, models, hardwires and reinforces positive behaviors and transparent communications.
2.2	Developing Expertise - Takes action to continue to develop and acquire new expertise that is of increasing value to the organization.
2.3	Relationships,Conversation and Collaboration - Works as part of a team with others, and shows respect and values diversity toward others.
2.4	Service Orientation - Demonstrates efforts to discovering, meeting and advocating for the customer's needs.
2.5	Excellence Orientation - Takes actions to continually improve quality and safety in daily work and is accountable for compliance in areas of responsibility. Actively participates in improving work processes to meet and exceed customer requirements. Identifies opportunities for improvement based on process observation, outcome measures, and feedback from patients and other customers. Reports errors in a timely and appropriate manner. Takes initiative and is accountable for areas of responsibility meeting regulatory requirements including but not limited to maintaining annual TB testing, completing annual mandatory's, and maintaining current registration/certification/licensures as appropriate to position requirements.
2.6	Problem Solving - The ability to understand a situation by breaking it apart into smaller pieces or tracing the implications in a step-by-step way.
2.7	Impact and Influence - The ability to persuade, convince, influence, or impress others (individuals or groups) in order to get them to go along with or to support one's opinion or position. The key is to understand others, since Impact and Influence is based on the desire to have a specific impact or effect on others.
2.8	Team Leadership - Sees oneself as a leader of others, from forming a team that possesses balanced capabilities to setting its mission, values, and norms, to holding the team members accountable individually and as a group for results. The leader will act in ways that will demonstrate and promote ethics and integrity to patients, to employees, to the community, and to the organization.
2.9	Talent Development - The ability to build the breadth and depth of Clarian's people capability and professionalism, including supporting top-performing people and taking a personal interest in coaching and mentoring high-potential leaders.
2.10	Change Leadership - Inspires and motivates groups around the need for specific changes in approaches, processes and strategies, and sustaining their commitment to them.
2.11	Strategic Orientation - The ability to consider business, demographic, technological, political and regulatory factors, and develop strategies than continually improve the long-term success of Clarian.

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