



Director of Connected Health

GreatCall Inc.
San Diego, CA

October 2017

Summary

GreatCall, an innovative, rapidly expanding company headquartered in San Diego, CA is seeking a Director of Connected Health. This position requires an individual who is inspired by GreatCall's focus on providing mobile health and safety solutions to serve seniors and who is passionate about building a significant line of business in managed care. GreatCall is looking for the right person to join a collaborative team challenging each other to provide the best innovative solutions for the well-being of the senior population. This position is primarily in sales, but is also a career growth opportunity, including contributing on a strategic and customer-facing level and building an effective sales process.

Why join GreatCall? What GreatCall does matters. GreatCall's innovative solutions serve seniors and their families and improve safety and well-being.

The Organization

GreatCall offers health and safety products and services for older adults, including in-home sensors, mobile devices, cellular service, mobile apps and a wearable device. The company was founded in 2006 and now employs over 1,300 people in San Diego, CA, Carlsbad, CA, Reno, NV, and Mendota Heights, MN.

GreatCall is actively designing and implementing effective ways to manage populations for the optimal health and wellness of the senior population. The company has developed in-home sensors that track sleep, movement, food intake and other daily activities. The data is analyzed by machine learning software to help pinpoint potential health problems in advance. Called Lively Home, this sensor system is being sold today to managed care insurance providers and senior living communities. Published research shows that covered seniors using Lively Home had health care claims costs hundreds of dollars per month lower than those without Lively Home: a proven return on investment for their managed care plan of more than six to one.

GreatCall's culture features energy, high engagement and receptiveness to change. Collaboration, teamwork, honesty and respect are at the core of GreatCall's values.

The Position

Reporting to the Vice President of Connected Health, the Director of Connected Health's primary objective is to continuously expand the sales funnel and to grow sales of sensors, devices and service activations to meet or exceed sales goals. Other objectives include:

- Managing and growing an active customer base within the managed care vertical.
- Identifying and qualifying prospects, securing meetings with key decision-makers, negotiating and guiding the creation and execution of contracts.
- Participating in strategic and tactical planning for the Connected Health Sales team to ensure sales goals and other objectives are met.
- Working closely with cross-functional internal and external teams to ensure the execution of GreatCall commitments to clients.
- Contributing to the development of strategy, features, benefits, roadmap and product plans to address the product/service/solution needs of Managed Care Organizations to help refine GreatCall connected health offerings.

GreatCall's expansion into the managed care market is nascent; this position will focus on direct sales responsibilities, but is also a career growth opportunity to contribute on a strategic and customer-facing level and to build an effective sales process.

This position is based remotely. About 20-40 percent of overnight travel will be required for client and GreatCall corporate visits.

Responsibilities of this position include:

- Achieving sales goals and maintain real pipeline of prospective clients.
- Generating sales forecasts on a monthly basis that accurately predict activations and revenue.
- Developing strategies to identify, reach and engage target client accounts.
- Building and maintaining strong, long-lasting customer relationships with leaders in target accounts.
- Partnering with customers to understand their business needs, objectives, economics and limitations.
- Effectively communicating the GreatCall vision, value proposition and how GreatCall solutions address the needs of target end users
- Developing flexible business models working with finance, legal and prospective clients to generate profitable sales.
- Establishing strong partnership with cross-functional teams to execute product/solutions strategies.
- Engaging operations, implementation, client success and technology teams to ensure smooth and seamless delivery of customer commitments.
- Owning customer satisfaction and resolving any customer issues by working cross-functionally with GreatCall team and leadership.
- Driving product/solution development strategies to help define GreatCall connected health solutions.

The Candidate

The right candidate for this position will be an experienced sales executive with a passion and interest for providing the best care to the most vulnerable. S/he will have had experience working within a fast paced and collaborative environment. This individual will be a key contributor, providing strategic insight and planning for lead generation and business development. S/he will minimally hold a college degree. Graduate degree is preferred. The right candidate will have:

Experience:

- Five or more years of sales or sales management experience selling to Managed Care/Medicare/Payer/Medical Insurance entities is required.
- Experience selling to health systems is a plus.
- Consistently exceeded sales goals.
- A track record of creating and cultivating relationships from scratch that have turned into mutually beneficial lasting partnerships.

- Prior experience beyond a typical sales role: creating opportunities, working through the sales process, negotiating deals and playing an active role in the execution of commitments to customers.
- Worked cross functionally internally and externally to meet goals.
- Successfully closed complex sales, ideally with less tangible products such as services and preferably in a private for-profit company.

Skills:

The right candidate will have the integrity, poise, sophistication, and interpersonal skills to influence and drive action in a dynamic organizational culture. S/he must be able to thrive in a fast-moving organization. S/he must be skilled at developing productive working relationships with widely varying types of people, both internal and external to GreatCall. This person must also demonstrate:

- Knowledge of the managed care vertical; deep understanding of healthcare plans and how to speak to leadership in this market. The ideal candidate will teach the rest of the team about the market.
- Familiarity with state by state regulations and the ability to fill in the gaps in his/her knowledge.
- The ability to position GreatCall product, services, predictive analytics, etc. to address the needs of this vertical.
- Being comfortable working in an entrepreneurial environment.
- Skills, knowledge and experience in the design and execution of sales activities.
- Computer fluency with dedication to using a CRM system.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Being driven by long-term goals.
- Being comfortable with focus on one line of business rather than following distracting leads.
- The ability to go deep into the value proposition.
- Familiarity with working remotely and often with limited information.
- Timely follow-through and meticulous attention to hitting deadlines.
- Strong collaborative, analytic, interpersonal, written and verbal communication skills.
- Well-developed creative, tactical and strategic sales skills.
- Passion for aligning solutions with customer initiatives.
- The ability to be consultative, speak the customer's language and bring energy to interactions.

Personal Attributes:

- Will thrive in a culture where things are still being worked out—uncertainty and building a system are exciting, not daunting.
- Must be a self-starter, action/results oriented and able to juggle numerous clients and experiences.
- Flexible and adaptable, nimbly embracing change.
- Intelligent, self-motivated, “figure-it-out” mentality, credible.
- Comfortable and credible with internal and external senior management.
- Demonstrates leadership under pressure and maintains composure.

- Creative, innovative and shows sound judgment both with customers and internally.
- Has customer focus and passion.
- Deals well with ambiguity and takes initiative to find information, learn and close information gap.
- Commitment to ethical behavior.
- Has a positive and constructive sense of humor.

Critical Success Factors

Success of the hired candidate after 12 to 18 months will be determined by:

- Number of lives closed.
- Number of deals worked/closed.
- Progress in qualifying the ideal target client base.
- Effectiveness of strategy for business development.
- Contributions to internal group.

Compensation

A compensation package will be constructed commensurate with the background and experience of the selected candidate, including commissions and performance bonus.

Equal Opportunity/Affirmative Action

This organization is an Equal Opportunity/Affirmative Action Employer and considers applicants for all positions without regard to race, color, religious creed, national origin, sex, gender identity and/or expression, sexual orientation, genetic information, ancestry, age, qualified mental or physical disability, veteran status, any military service or application for military service, or membership in any other category protected by applicable state, federal or local law.

For More Information

We welcome the referral of prospective candidates. Interested parties please send resume and cover letter to GCDirCH2221@ZurickDavis.com. All contact with **ZurickDavis** will remain confidential. For additional questions, please contact **Fernando Limbo** at 781.938.1975.