



## Center for Improving Value in Health Care (CIVHC) JOB DESCRIPTION

**Position Title: Vice President of Business Development**

**Reports To:** President/CEO

**Job Classification:** Exempt, Full-time

Center for Improving Value in Health Care (CIVHC) is an objective, not-for-profit organization with a mission to empower individuals, communities, and organizations through collaborative support services and health care information to advance the Triple Aim of better health, better care, and lower costs. Through services, health data, and analytics, we partner with Change Agents to drive towards the Triple Aim for all Coloradans. We believe that together we can alter the trajectory of health care and we are privileged to serve those striving toward a better health system for us all.

**The Vice President of Business Development** is responsible for executing on the strategy for organic revenue growth and sustainability, outreach and relationship development to execute on CIVHC's mission, and supporting stakeholders across Colorado and the US. This position is part of the CIVHC Leadership Team, and works collaboratively with other team members to develop and execute our mission to support all stakeholders dedicated to advancing the Triple Aim of better health, better care and lower costs for Colorado.

In addition to connecting with and building relationships with communities and organizations, the VP of Business Development manages a team directly responsible for assisting clients with accessing data and analytics and ensuring high customer satisfaction. Licensing fees garnered from data fulfillments directly support CIVHC's goals to sustain operational costs related to the Colorado All Payer Claims Database (CO APCD). The VP and Business Development team works with stakeholders including, but not limited to: State Agencies, researchers and academic institutions, multi-hospital systems, health plans, health care nonprofits, providers, employers and their brokers, and digital health companies.

The ideal candidate will have demonstrated the ability to lead a team of professionals in meeting or exceeding revenue and strategic goals. The VP of Business Development will have the ability, determination, and resilience to move major initiatives and partnerships forward quickly, while developing long term relationships, promoting CIVHC's mission, and positively impacting CIVHC's sustainability. This includes a history of developing long-term, trust relationships with health care stakeholders both locally and nationally, setting and achieving stretch targets, and moving teams forward to deliver successfully. Candidates must have knowledge of a wide array of health care stakeholders and their needs, an understanding of the specific requirements to lower costs and improve care, and experience working with stakeholders across the health care spectrum.

The VP of Business Development will join a dynamic team dedicated to increasing access to CO APCD data and help develop standard product offerings and other market solutions to benefit the stakeholders we serve and CIVHC as a whole. This role collaborates with the entire CIVHC team to develop new and innovative ways to support our customers who are working to improve health, health care, and lower costs for Colorado residents. The VP of Business Development must have excellent collaboration and trust-building skills, as well as the ability to develop new and enhance existing relationships. The ideal candidate will have the ability to build both formal and informal networks to strengthen partnerships and increase CIVHC's integral role in achieving the Triple Aim.

**Responsibilities include:**

- Develop, manage, and guide stakeholder engagement activities and strategies to drive revenues and contribute to CIVHC's mission and achieve sustainability.
- Represent CIVHC locally and nationally to actively further our mission to support individuals, organizations and communities working toward the Triple Aim.
- Develop and lead the CIVHC earned revenue strategy and ensure CIVHC is reaching all target markets and stakeholders.
- Lead management of accounts with a focus on providing superior customer service by addressing client's needs, issues, goals, and priorities.
- Build upon current relationships and create partnerships to expand our reach into new markets.
- Provide leadership and direction to the sales team, who are responsible for new and returning customers across all target markets.
- Work with Compliance Staff to ensure all APCD data releases and product offerings are consistent with regulatory requirements.
- Collaborate with all CIVHC teams with a focus on our mission and creating tangible results.
- Define outreach and sales approach and work with marketing team to execute on strategy.
- Support collaboration with other CIVHC teams to ensure alignment among Programs, Analytics, and Marketing teams to deliver successful client fulfillment of products, and to increase customer satisfaction.
- Demonstrate outstanding networking capabilities and exhibit a professional polished demeanor and business maturity.
- Present CIVHC's work locally and nationally to enhance visibility and establish the organization as a servant leader in improving health care.

**Requirements include:**

- Meet and exceed quarterly and annual key performance indicators.
- Lead team through goal setting, compensation plan development, coaching and support to meet and exceed KPI targets.
- Assist and guide the team on data application development, data license fees and other agreements.
- Develop and implement an outreach and training strategy for the team.
- Manage the prospect/customer pipeline and coach team on how to both increase opportunities and decrease the length of the sales cycle.
- Collaborate with outside counsel on new client contract negotiations.
- Deliver regular forecasts and detailed pipeline reports to CEO.
- Contribute as a member of the CIVHC Leadership Team to setting the strategic direction of the organization.
- Work with the VP of Marketing & Communications to ensure marketing efforts are driving pipeline growth.

**Job Requirements**

- Bachelor's degree is required, and an MBA or masters in a related field is strongly preferred.
- Minimum of 10 years or more years of health care sales or business development/outreach experience including management of a team of individuals.
- A deep understanding of the health care industry and market, including the delivery of care, reimbursement for care delivered, transparency.



- Understanding of legislative dynamics and political landscape related to health care reform and APCDs specifically is preferred.
- Strong understanding of data and experience selling data solutions.
- A commitment to mission-based activities and an understanding of the needs and operations of a nonprofit organization.
- Experience with complex consultative sales approach.
- Strong leadership, collaboration skills, and the ability to influence peers and colleagues.
- Ability to multi-task and work in a fast pace and team-oriented environment.
- Self-driven, highly motivated and strong entrepreneurial spirit.
- Excellent communication, interpersonal, organizational, decision-making, and problem solving skills
- Strong analytical skills with experience in health care claims preferred.
- Proven ability to manage multiple functions and build strategic relationships at many levels.
- A demonstrated ability to lead people and get results.
- Modest travel required.

**Physical Requirements:**

- Must be computer literate, including using Microsoft Office suite, and able to work at a computer for extended periods.
- Ability to travel to and from meetings and appointments.
- Some weekend and evening hours.

This is an extraordinary opportunity to use your professional experience and skills to make a difference. We invite you to visit our web site at [www.civhc.org](http://www.civhc.org).

Please send cover letter and resume to:

Lisa Coyne, Principal

Morgan Consulting Resources

[lisa@morganconsulting.com](mailto:lisa@morganconsulting.com)