

Position Description

Title: Product Manager

Reports to: Vice President, Interoperability Adoption

FLSA and Job Status: Exempt, Full-time

Supervisory Responsibility: N/A

Location: Remote

POSITION SUMMARY:

The eHealth Exchange Product Manager plays an integral role in shaping the future direction and growth of the leading nationwide public-private health data sharing network, the eHealth Exchange. As a key leader, the Product Manager serves as the public spokesperson in support of additional advancement of this rapidly growing nationwide network.

This senior-level role will lead the eHealth Exchange product and service strategy, define a multi-year road map that adapts to a dynamic and evolving market. This individual will also spearhead efforts to build out and deploy innovative, high quality, and efficient data sharing services to continuously expand network connectivity and value to network participants and the 120 million patients that they serve.

About the eHealth Exchange Network: eHealth Exchange is a nationwide health data sharing network, which enables the secure sharing of health information among public and private participants, including federal agencies, health systems, healthcare provider organizations, regional and state health data sharing networks, public health and others in support of better care for individuals and populations.

ESSENTIAL FUNCTIONS:

- Develop and execute the multiyear eHealth Exchange Strategic Roadmap that reflects periodic market and industry research and associated trends and best practices. Such a roadmap could include new or enhanced use cases, services and other types of data and data sharing methods to expand and grow the network.
- Lead the process from concept through launch, including working in coordination with the eHealth Exchange program team on prioritization and implementation efforts.
- Translate the business goals and vision into concepts and business requirements using methodologies such as ideation sessions.
- Work closely with stakeholders to ensure effective buy-in and adoption of new products, services, and capabilities.
- Present network strategic road map and recurring performance metrics to internal executive leadership team, the eHealth Exchange Board of Directors, and eHealth Exchange Coordinating Committee.
- Document resources and other costs to achieve desired strategic outcomes.



- Deliver presentations, drive the development of marketing materials, and represent the eHealth Exchange at conferences and other meetings.
- Work in collaboration with the eHealth Exchange team to maintain a high degree of customer satisfaction, solid network function, and performance.
- Define and develop go-to-market strategies, business development approaches and product marketing strategy plans in consultation with company leadership, the eHealth Exchange Board of Directors, and the committee which governs the network, the eHealth Exchange Coordinating Committee.
- Build long term relationships with key industry and governmental organizations to expand stakeholder engagement and the services provided via the eHealth Exchange.
- Oversee pricing models and ensure that revenue and expenses align with annual budgets and assure continued growth and sustainability of the network, and present actionable eHealth Exchange strategy metrics to company leadership and the Coordinating Committee.
- Conduct periodic market analyses and developments in the industry in an effort to understand and anticipate evolving market needs; track and analyze similar organizations to create a viable and rational plan for filling interoperability gaps in the market through eHealth Exchange.
- Assess existing and new relationships with health IT vendors, service providers and other stakeholders to identify opportunities to advance the eHealth Exchange programs.
- Assist the eHealth Exchange Executive Director in educating policymakers regarding the role that eHealth Exchange plays in furthering public policy goals.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong working knowledge of Health Information Technology (HIT) and interoperability
- Excellent public speaking capabilities in front of audiences, with the ability to represent eHealth Exchange to the media
- Strong organizational, communication and customer relationship management skills
- Ability to multi-task in rapidly evolving environment, in extremely condensed timeframes
- Results orientation
- Critical thinking and problem solving
- Sound judgment
- Customer focus
- Strong leadership skills, motivating & developing team
- Financial skills (pricing, contract evaluation)
- Negotiation and influencing skills
- Very strong collaboration and communications skills

EDUCATION, TRAINING AND EXPERIENCE:

- Bachelors' degree in a Healthcare or Technology related field (preferred) or equivalent experience
- 8+ years of EHR / HIE technology & implementation experience, with knowledge of Health IT standards



- Strong understanding of data connectivity, interoperability principles & standards, and related communication protocols
- Excellent technical, management and analytical skills and the ability to understand the eHealth Exchanges services and associated processes
- Excellent personal presentation, verbal, and written communication skills
- Excellent organizational and interpersonal skills
- Proven experience launching and leading new large-scale programs or rollouts of HIT or HIE
- Experience facilitating consensus regarding standards, implementation requirements and policies related to HIE and interoperability
- Project management experience desired

PHYSICAL AND MENTAL REQUIREMENTS:

- Ability to work on a computer for extended periods of time to include typing and working on a computer monitor
- Ability to stand or sit for extended periods of time
- Extended working hours and travel may be necessary
- Ability to lift 15 to 20 lbs.

Interested individuals should forward Resume and Cover Letter to HR@sequoiaproject.org