

You thrive in a start-up environment and have expertise in building a comprehensive market access/reimbursement department which positions the company ahead of the curve in the molecular diagnostics space.

Establish a comprehensive market access/health economic business plan (strategy & tactics) that competitively positions the company for success. The plan will include the following elements: coverage, evidence generation, coding, and pricing, in support of all pipeline products. This role is accountable for driving the development and delivery of an LCD with CMS.

Build and cultivate relationships with private payors and industry trade associations focused on market access, health economic policy and payer policy.

Lead collaborative efforts with Marketing to create payer messaging and other tactics to drive market access during product development for launch.

Determine the key conferences and sponsorships required to actively promote our market access/health economic business plan and enhance the company's presence. Partner with marketing team members to execute.

Maintain an active awareness of the translational medicine, oncology, companion diagnostic, and pharmaceutical services markets, competitors, customers and payer challenges.

Create the Market Access/Reimbursement department organizational structure. Hire, develop, and motivate a high performance team. Drive department operations from both a strategic and tactical perspective, leading both the long-term planning, as well as, short-term tactical execution of key deliverables to achieve commercial and corporate goals.

Partner with IT Technology Management and Finance to develop and manage a metrics/reporting system to track and maintain an active awareness of market access/reimbursement program success. Distill findings into actionable insights to evolve programs/tools.

Participate on cross-functional teams consisting of colleagues from Commercial Sales, Marketing, IT, Finance, Medical, Product Development, Lab Operations, Customer Service and Corporate Communications to ensure the best possible outcomes that are seamless to the customer/payer while also improving business growth opportunities.

Plan and oversee the department budget to ensure optimal investment of financial resources and effective prioritization of costs. Consistently lead the market access team to achieve budget targets.

Partner with the Marketing, Sales and Medical Leaders to ensure market access efforts align with sales, marketing and medical affairs approaches.

Collaborate with senior corporate executives to develop our corporate positioning on health economic/reimbursement policy initiatives. Contribute to developing external communications, reflecting our positioning, and promote with private payers and industry trade associations.

Maintain a market access advocate role in strategic and tactical planning meetings across the company, representing the department's needs and requirements to ensure market access requirements are integrated at the right times during product development to achieve a comprehensive, financially successful product launch.

Drive the development and ongoing management of pricing strategies/policies/processes across the product portfolio. Ensure the appropriate annual reviews and approvals occur as needed for new/revised pricing initiatives.

Partner with Marketing and external analysts in the execution of market research plans.

Build and drive market access/reimbursement value propositions and effective business cases that influence medical policy.

Exemplify our core values – Visionary, pioneering, truth seeking, driven, honest and considerate communication, embrace diversity and operate with transparency and integrity.

Requirements

Bachelor's degree in related field with 15+ years of progressively responsible health economic/reimbursement policy roles at the national level. Deep experience in payer coverage strategy and evidence development with national payers in the biotech and/or diagnostics laboratory arena. Master's degree in Public Health, Health Administration, Life Sciences, Business, or related field a plus.

Strong preference for candidates with a background in oncology, life sciences, pharma and/or the molecular diagnostic testing market.

Dynamic leader with 10+ years of people leadership experience and demonstrated success in building and managing high performance teams.

Strong track record of managing complex policy issues and market access strategic plans.

Strong understanding and experience in building out a market access/reimbursement department from the ground up for a biotech/molecular diagnostics company.

Solid knowledge and understanding of healthcare product development and commercialization.

Deep clinical knowledge and experience translating clinical and health economic data to solid, compelling messaging.

Expertise in best-in-class market access tools, programs and initiatives.

Ability to build a strong, influential network of relationships with large national/private payers, industry stakeholders and related influence groups that impact access to our products for Providers and Patients.

Adept at hiring top talent and building a successful, team oriented organization.

Strategic and creative leader with ability to skillfully manage, motivate, inspire and direct others within a fast-paced, dynamic environment.

Proven experience in gaining reimbursement for products in a HIPAA, FDA/CLIA regulated environment.

Maintain a high degree of confidentiality and composure in managing complex business conditions and sensitive scientific data, HIPAA protected information, SEC-protected filings and other confidential matters.

Sound judgment/decision making skills.

Ability to analyze and problem solve complex issues that impact performance.

Prioritize and drive to results with a high emphasis on quality.

Successfully partner within all levels of the organization and respond with a strong sense of urgency.

Solid negotiation skills, highly adept, influencer.

Excellent communication skills, both written and oral. Able to provide succinct, strategic, and actionable insights to senior executives. Ability to present controversial or complex topics to senior management, public groups and/or Board of Directors.

Superior organizational and time management skills.

Self-motivated, entrepreneurial, able to contribute both individually and as a leader.

Travel throughout the United States approximately 50%, as the business needs dictate.