PROFOUND	JOB DESCRIPTION – PATIENT CARE SPECIALIST - US

Description	
Job Title	Patient Care Specialist - US
Reports to Title	US Patient Recruitment and Site Engagement Leader
General Accountability	Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. We are changing the paradigm for treating diseases such as prostate cancer by using real-time MR Imaging, thermal ultrasound and close-loop temperature feedback control, to gently ablate the diseased tissue with minimal side effects. If you share our values and want to work in a collaborative results focused culture and want to make a Profound impact in healthcare and your career, here is your chance. The Patient Care Specialist plays a key role in optimizing the TULSA Procedure Patient experience – from the patient's very first interaction with Profound through their survivorship. Based on the Patient Care Specialist's patient relationships and interactions, they will lead the development of the patient testimonial program, contribute to the development of patient content, and identify/address new patient needs.
Duties and Responsibilities	**Patient Inquiries** • Become an expert on TULSA-PRO and the TULSA Procedure • Communicate TULSA-PRO and the TULSA Procedure information at a patient level and in accordance with Profound Medical guidelines • Respond to patient inquiries and accurately document discussions • Field calls from patients during workday hours **Social Media** • Engage with patients on social media via Facebook and Website chat feature • Respond to patient comments and questions on social media while adhering to corporate social media guidelines • Identify themes and questions most frequently asked by patients and help develop content accordingly • Collaborate with sales team and clinical team to develop patient resources • Manage the development and deployment of the patient newsletter

	• Identify opportunities to grow contact database **Patient Advocacy Groups** • Work with patient advocacy groups at the national level to identify partnership opportunities and to gain patient awareness • Develop and provide resources for partnerships in local markets **Patient Testimonials and Advocates** • Develop and Manage patient testimonial and patient advocate programs • Proactively identify patient champions and begin to engage in patient testimonial process • Conduct patient testimonial interviews • Create content and resources for patient testimonial and advocate programs **Additional** • Collaborate with cross-functional, internal stakeholders to identify projects where the patient perspective is required and help support execution of these projects • Provide input for development of patient-facing content based on patient conversations • Communicate information learned from patients to help improve drop out and conversion rates • Communicate patient feedback to Marketing team to improve understanding of the factors that influence patient decision-making and to refine the outlined patient journey
Competencies	
Education	Bachelor's Degree required. Background in Science or Medical preferred.
Certifications	None

Key Attributes (experience, skills and technical knowledge)	• Medical, clinical, or scientific background • Excellent communication and writing skills • Ability to simplify scientific, complex information and communicate it to patients effectively • Background in working with patients • Familiarity and comfort with using social media • Ability to plan, organize & prioritize activities • Strong work ethic and high level of personal integrity • Strong team player but able to work independently • Self-motivated and able to work with limited supervision • Ability to build rapport quickly, as well as establish and maintain effective relationships with external and internal stakeholders