

Description	
Job Title	Patient Recruitment and Site Engagement Leader - US
Reports to Title	Works closely with Sales and SR. Manager/ VP Marketing
General Accountability	<p>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.</p> <p>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.</p> <p>We are looking for an extremely talented, energetic, and motivated individual to join us in scaling our patient recruitment program. We are a small group and you will have a big impact on the success of this product offering and our company. As a key member of our team, you will operate in both a strategic and tactical role as we build a disruptive patient recruitment offering.</p> <p>Responsible for building an external recruitment plan (patients not in current site funnel) which utilizes tactics including, but not limited to, connectivity with patients/advocacy groups, enhanced digital capabilities, and/or other patient service offerings which optimize the site/patient experience, recruitment volume and timelines.</p>
Duties and Responsibilities	<p><u>TWO Key areas of focus</u></p> <ul style="list-style-type: none"> • TULSA Procedure Center ‘Patient Engagement Program’ <ul style="list-style-type: none"> ○ Manage Profound customized marketing support on a site by site basis. ○ Develop and deliver custom-built recruitment and retention plans, leveraging real world data and patient perspectives to shape the strategy ○ Collaborate with Tulsa-Center marketing teams and their patient engagement teams to ensure awareness of and alignment with ongoing activities and ensure optimal feedback and communication loops. ○ Liaise with Profound Clinical and Sales support team and ensure all customized marketing strategies are tracked and optimized.

	<ul style="list-style-type: none"> ○ Collaborate with internal and external stakeholders in discovery and development of innovative recruitment solutions across multiple sites. ○ Identify and leverage opportunities to collaborate across the PMI organization with various functional groups, such as Sales, Clinical Affairs to drive forward patient recruitment strategies ○ Manage Enrollment forecasting and modeling for the external patient funnel focusing on driving patients through out patient websites to individual sites. ○ Track patient funnel breakdown at site to optimize patient funnels and marketing strategies to hit patient treatment targets. Monitor performance of recruitment and retention campaigns and implement strategic adjustments throughout the enrollment period. Track patient journey analytics and success from Marketing campaigns to successful treatment. Monitor progress of recruitment activities (e.g. eligible patients, contacted, pre-screened, screened, consented, enrolled/treated) and gather KPIs for on-going optimization and value demonstration of our offering. ○ (1-2 hour a week per site, including 30 min call with site coordinator). ○ Provide strategic insight to review and refine ongoing strategies. ○ Report patient funnel analytics to Sr. Manager of Patient Demand and VP Marketing. ○ Formulate a customized Marketing plan for site and present it to senior management or a client ● Market Analyzing for Patient Demand Marketing in US Region <ul style="list-style-type: none"> ○ Support Sales and Marketing teams by Analyzing regional patient funnels and customer intent ○ Work with Digital Marketing Specialist and Sr Manager Marketing to measure performance of online and offline campaigns. ○ research and identify ways to build our brand and acquire new patients and customers regionally. research consumer behavior and exploring market trends and opportunities. ○ Conduct competitive research and analyze benchmarking data ○ Work closely with sales and marketing teams to identify opportunities for new client acquisition ○ Utilize online market research and catalog findings to databases
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	<ul style="list-style-type: none"> ○ Devise and evaluate methods for collecting data (Surveys, Questionnaires, Opinion Polls)
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Competencies	
Education	Higher level education in Marketing and/or Business required
Certifications	n/a
Key Attributes (experience, skills and technical knowledge)	<ul style="list-style-type: none"> • 5+ years’ experience in patient recruitment (ie. within a CRO or other patient advocacy/recruitment environment). • Demonstrated ability to work across functions, regions and healthcare systems (Hospitals and IDNs, Imaging Centers, VA Hospital systems) • Ability to build strong relationships and collaborate effectively with other interfacing functions • Cultivates a broad network of relationships throughout client, and affiliates • Experience with PPC campaigns and be comfortable with processing and analyzing marketing data. • Deep understanding of patient recruitment and retention strategies, methodologies, and technologies • Excellent in person communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing. • Experience in Medical devices, surgical or imaging • Experience in Patient programs or education an asset