

## Director, Engagement and Outreach

### About the Peterson Health Technology Institute

The Peterson Health Technology Institute (“PHTI”) is an independent initiative to assess the clinical and economic value of digital health technology. Digital health technology encompasses an array of digital products and services, from technologies that engage consumers for lifestyle and wellness purposes to digital medicine and therapeutics that must be cleared by regulatory bodies.

PHTI aims to promote clear evidence standards and to provide payers and other stakeholders with objective reviews to guide decisions on coverage, pricing, and the need for further research. By identifying technologies and assessing their evidence, the initiative aims to promote more informed purchasing decisions — both encouraging broader uptake of high-value technologies and discouraging adoption of low-value technologies. PHTI was founded in 2023 by the Peterson Center on Healthcare. For more information, please visit [www.PHTI.com](http://www.PHTI.com).

### About the Opportunity

PHTI is seeking a Director, Engagement and Outreach, to support the execution of a stakeholder outreach strategy that advances PHTI’s position in the marketplace. The Director will be responsible for developing and implementing a measurable strategy to drive PHTI’s engagement with a broad and relevant set of external influencers and stakeholders. This position will work in close partnership with the Managing Director, Engagement and Outreach, to develop capabilities and to operationalize a plan to align key external stakeholders around PHTI’s mission and defined goals.

### Position Description

*The main responsibilities of the job include:*

#### **Drive Amplification of PHTI’s Efforts Through a Robust Partner and Stakeholder Plan**

- Drive short, medium and long-term stakeholder engagement plans that advance PHTI’s agenda with specific stakeholder ecosystems (e.g. policy, purchaser, providers, patients, investors and entrepreneurs).
  - Drive industry engagement with the development of a Raise the Bar coalition of key organizations; support surrounding activities, such as research development, relationship management; and event/meeting execution.
  - Set ambitious stakeholder and partner goals including identifying and executing on opportunities to partner with thought leaders to amplify PHTI’s goals in the digital health space.
  - Drive amplification efforts of PHTI’s reports and research through stakeholders and partners.
  - Leverage personal networks, internal contacts, and other connections to connect with influential industry innovators, purchasers, experts, and media, to amplify PHTI’s resources in alignment with key goals.
  - Monitor progress against key performance indicators for stakeholder management and engagement efforts.

#### **Develop Tools and Capabilities to Engage Healthcare Ecosystem**

- Build customer relationship management (CRM) database that enables PHTI to be targeted and purposeful in outbound and inbound communications.
  - Identify database needs and evaluate solution options.
  - Oversee onboarding, development, training and processes associated with CRM.
  - Maintain, review, and expand capabilities as PHTI grows.

#### **Support Operational Management of Contractors, Grantees, and Advisors**

- Engage with PHTI partners and Peterson corporate staff on the successful initiation and maintenance of contracts and grants.
- Work with colleagues on the Grant Operations team to draft and approve grants and monitor PHTI grantees.
- Work with colleagues in Legal to draft, review, execute, maintain, and modify contracts with PHTI partners.

- Seek approval and process vendor invoices, with support from the administrative team.
- Maintain internal PHTI budget tracker.
- Review and manage PHTI partner and staff agreements for conflicts of interest and confidentiality.
  - Work with Legal to maintain current versions of all documents.
  - Maintain participation agreements and conflict of interest disclosures for advisory board members, clinical advisors, and purchaser advisory group members.
  - Maintain confidentiality agreements with PHTI assessed companies and our partners.

## Culture and Other Responsibilities

- Stay current on emerging trends, players, and best practices in digital health, social impact and related fields.
- Support an internal culture of learning and strategic decision making in service of organizational mission.
- Contribute to a culture of inquiry, experimentation, understanding of and tolerance for risk, and a commitment to continuous learning.

## About the Successful Candidate

*The ideal candidate will have:*

**A strategic mindset:** Able to develop a big picture view; connects long-term visions and concepts to daily work; maintains a broad, strategic perspective while identifying and focusing on crucial details; and understands the position of PHTI and the Center in the larger context.

**Develop and maintain strong networks:** Builds strong relationships within and across relevant organizations and finds satisfaction in partnering and working with a diverse stakeholder group to help the organization meet its goals.

**Be a superior communicator:** Ability to speak and write clearly, effectively, succinctly, and spontaneously, especially under time pressure; ability to synthesize complex information and transform complex issues into understandable and persuasive messages.

**Drive results:** An independent, self-starter with strong bottom-line orientation; comfortable owning tasks both large and small; persists in accomplishing objectives despite obstacles and setbacks; has a track record of exceeding goals successfully; pushes self and helps others achieve results; brings a can-do attitude with a willingness to jump into projects as needed.

**Bring nimble learning:** Learns quickly when facing new situations; independently gathers, collects, and analyzes data to drive decisions and set direction; experiments to find solutions and thinks “out of the box”; takes on the challenge of unfamiliar tasks; extracts lessons learned from research, failures, and mistakes; enjoys the challenge of ambiguity and is highly adaptable.

**Excel at project management:** Organizes activities into an efficient workflow to deliver projects; creates and manages work plans, sets timelines and milestones, and involves stakeholders to set clear expectations on roles and responsibilities; considers the numerous factors affecting a decision in a complex environment; and able to manage cross-functional teams.

## Professional Experience

- At least 15 years of experience in management consulting, sales, campaign management, or related experience.
- A bachelor’s degree required and an advanced degree preferred.
- Intellectual curiosity and interest in healthcare delivery, funding, and financing, healthcare system transformation, and healthcare policy.

## Salary and Benefits

We anticipate that the starting base salary range for this position will be \$170,000 to \$175,000, plus eligibility for an annual discretionary bonus. In addition, we offer a generous benefits package designed to support employee health and well-being, including comprehensive health insurance, a substantial 401k match, paid time off, a hybrid work schedule, and other flexible work policies.

## To Apply

We are a dynamic, growing organization that embraces critical thinking, problem solving and innovative ideas. If you have relevant experience and qualifications, please send your resume to [careers@petersonhealthcare.org](mailto:careers@petersonhealthcare.org)

*The Peterson Health Technology Institute is proud to be an equal opportunity employer and encourages candidates of all backgrounds to apply to our organization. We offer a welcoming community that respects each individual and fosters a diverse set of experiences, perspectives, skills and ideas. We are committed to building a workplace in which*

*every team member can thrive personally and professionally and contribute to our mission.*

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