



## National Accounts Executive, West

The National Accounts Executive for ImpediMed will operate as the 'General Manager' of their own business and have ownership of account strategy, business development and carrying out short-range and long-range strategic sales goals ImpediMed.

The ideal candidate will be results and goal oriented (hunter mentality), be an excellent negotiator, demonstrate excellent judgment, be solutions orientated and take risks at the appropriate level. You will prospect for new clients and develop relationships with existing clients to generate new sales and revenue for the Company.

We are looking for a candidate who will have passion and focus and who will share our vision to "Leave no patient untested who can benefit from our technology". ImpediMed is a progressive, innovative company, with friendly supportive employees. You will be able to collaborate with Sales and ImpediMed other departments in a friendly and supportive environment, where best practices are freely shared, recognized and valued.

This position is a great opportunity to join an innovative, medical technology company that is on the cutting edge of changing the future of healthcare!

### POSITION SUMMARY

The National Accounts Executive will be responsible for supporting and growing the oncology and lymphedema business at ImpediMed by securing new customers and developing and strengthening relationships with the Accountable Care Organizations (ACO), Integrated Delivery Networks (IDN) and other large hospital systems. This person will be well versed and understand at-risk vs reimbursed systems. This person will develop and grow new, high-level, executive business relationships, physician leaders and influencers and administrative practitioners; positioning themselves as a trusted advisor. This position is responsible for the development and implementation of short-term and long-term business plans that will maximize all opportunities for sales.

**PRIMARY DUTIES & RESPONSIBILITIES** (Essential Functions of the Position) include but are not limited to the following. Other duties may be assigned.

- Implements strategies to support appropriate pathways to place ImpediMed products across country-wide territory and increase adoption into larger markets.
- Negotiates purchase agreements with NPIs that allow access to our products by providers and their patients.
- Prospects, hunts, builds and develops relationships within ACOs, IDNs and large healthcare systems and networks to close new business.
- Maintains responsibility for outcomes with Commercial, Medicare and Medicaid payers.
- Creates clear messages for dissemination to sales on important payer trends, reimbursement changes, and billing requirements that will affect product utilization.
- Develops deep understanding of patient needs, solutions (SaaS) and outcomes, including disease prevention programs.
- Utilizes consultative, solutions sales approach resulting in value creation for customer.
- Effectively manages new customers.
- Represents ImpediMed at priority payer organizations.
- Attends and participates in designated conferences and forums.
- Accurately maintains prospects and forecasts within CRM database.
- Arranges meetings with all relevant decision makers within customer to create agreements.
- Works with Strategic Account Managers (SAMs) to align territory strategies and move customers toward close.
- Collaborates with SAMs to improve performance and abilities of the overall Sales team.



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- Holds business review meetings to assess opportunities for sales.
- Provides Sales leadership accurate vision of market and sales forecasting.
- Proactively identifies changes in healthcare, delivery systems and competitive pressures to develop and modify strategies.

### SUPERVISORY RESPONSIBILITIES

- As assigned

### QUALIFICATIONS GUIDELINES Typical Knowledge, Skills, & Abilities:

- Current, maintained and expanding Book of Business up to the VPs, medical directors, C-Suite, who can be verified, in preferred large hospital systems, ACOs, IDNs and other targeted hospital systems.
- Outstanding consultative and networking capabilities, with all levels, including C-Suite.
- Must have solid understanding of the OB/GYN oncology, lymphedema, oncology, radiation oncology, physical therapy as it relates to the treatment of lymphedema and patient survivorship; including trends, technologies, products, and key players.
- Demonstrated knowledge of customer decision-making processes for medical devices.
- Proven success in risk-shared selling, including program implementation technology solutions to customer in unreimbursed, partial reimbursed or reimbursed markets.
- Ability to address/understand/discuss complex reimbursement systems and flow of the healthcare dollar (Medicare Part B/D, ACOs, GPOs, Hospitals, etc.).
- Possess thorough business acumen to present at highest level of organizations, including financial modelling.
- Exceptional negotiating skills. Demonstrated experience with contracts and agreements.
- Solid understanding of healthcare and regulatory requirements issues.
- Ability to understand macro and micro healthcare environments and oncology-specific dynamics, while navigating complex business situations to influence key decision makers at all levels to close new business.
- Exceptional communication skills that include verbal, written and presentation abilities.
- Excellent project management skills, with the ability to handle multiple tasks.
- Ability to understand organizational behavior, culture and to be able to flourish in a complex and rapidly evolving workplace and remain positive, friendly and upbeat.
- Must understand, follow, and comply with regulatory requirements as applicable to various processes. An understanding of FDA Quality System Regulations and ISO Standards (ISO 13485) is required.
- Must possess a thorough understanding of work-related standards and regulations, including but not limited to Standard Operating Procedures (SOPs) and Quality System Regulations (QSRs).

Must Be Proficient in the Following Software or Systems:

- Microsoft Office Suite (including SharePoint), Microsoft CRM, Microsoft Modus Communicate

### TYPICAL MINIMUM EDUCATION, EXPERIENCE or CERTIFICATIONS

- Bachelor's Degree required; MBA or other advanced degree preferred.
- Minimum of three (3) years of national accounts sales.
- Minimum of five (5) years of field-based experience, primarily in the oncology, medical device industry preferred.
- Two to five (2-5) years of leadership experience, managing Sales Teams preferred.



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### WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

- Travel: Position requires business travel (including overnight), estimated to be 50% or more. Valid driver's license and valid passport required.
- Physical Demand: Moderate physical effort. For example, standing, bending, or stooping for extended periods, operating light office equipment, e.g., personal computer, copier etc. The employee must be able to occasionally lift and/or move up to 50 pounds of equipment.
- Mental Demand: Moderate to high degree of concentration.

### BENEFITS

#### Life at ImpediMed

It is fast, it is fun, it is evolving, it is growing, and it is filled with smart, passionate, diverse, friendly people who want to make a difference in healthcare. We are 4 miles from the beach and are located within the Carlsbad Research Park with numerous paths and trails great for walking meetings or enjoying the outdoors during your workday by biking, running, or walking.

#### Total Rewards

At ImpediMed, we are strongly committed to our employees--their well-being, development, rewards, and recognition opportunities. One way we demonstrate this commitment is by offering a valuable, competitive package of compensation and individualized benefits programs aimed at the varying needs of our diverse and global teams. The sum of our programs is one of the many reasons people choose to work at ImpediMed. We regularly benchmark against other companies in our industry to ensure our Total Rewards package is competitive and of value. We offer full healthcare benefits including: Medical PPO/HMO/HSA Plan Choices, Dental Plan, Vision Plan; 401(k) with employer match for full-time employees once vested in plan. Basic Life, AD&D, STD/LTD, Employee Assistance Program (EAP) and employee discount programs.

#### Diversity & Inclusion

It is our diverse teams who drive our innovation, creativity, and success. We value the unique backgrounds and experience of all our employees and share a set of core values of ethical behavior for conducting our business. - Integrity, Accountability, Collaboration, Respect, Quality, Compliance. We continuously strive to provide an environment where employees not only feel they can succeed, but also where they can thrive.

This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

### ABOUT IMPEDIMED

Based in Brisbane, Australia with its principal office located in Carlsbad, CA, USA and a European office in Thessaloniki, Greece, ImpediMed is the world leader in the design and manufacture of medical devices employing bioimpedance spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of tissue composition and fluid status. ImpediMed Limited is a public company listed on the Australian Stock Exchange (ASX: IPD).



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ImpediMed devices are currently used in both the clinical and research settings with future applications being developed for home use. ImpediMed has over 15 years of clinical experience supporting healthcare professionals in the assessment of secondary unilateral lymphedema of the limbs. ImpediMed's devices are used in a variety of settings to aid surgeons, oncologists, therapists, and radiation oncologists. Our research devices are thought of as a gold standard measurement system for non-invasive fluid and body composition measurement, used in both animals and human research.

We were the first company to receive FDA clearance in the U.S. to aid healthcare professionals to clinically assess unilateral lymphoedema of the arm and leg in women and the leg in men, for our L-Dex® U400 device. ImpediMed's products are unique in the field of BIS which is the gold standard in bioimpedance. They scan the full frequency range from 3kHz to 1000kHz taking readings from 256 unique points. In BIS, ImpediMed has developed devices which are the most accurate and clinically useful in this field. ImpediMed is respected in the BIS field for the strong scientific foundation of its approach to BIS with over 400 peer-reviewed journal articles. ImpediMed's products are designed and manufactured to an ISO 13485 Medical Devices Quality System.

The company is advancing the state of the art in BIS technology with our new product platform called SOZO®. Only SOZO® by ImpediMed uses proprietary bioimpedance spectroscopy technology to gather and retain thousands of unique data points related to fluid status and tissue analysis, then applies indication-specific algorithms to produce accurate, detailed and actionable results in only 20 seconds. SOZO® identifies opportunities for early interventions that may prevent certain conditions and slow or reverse the progression of others, resulting in better health and quality of life. A single, powerful SOZO® reading allows individualized, proactive care across multiple specialties for improved clinical and economic outcomes. SOZO® is the world's first interactive health monitor to use ImpediMed's patented bioimpedance spectroscopy (BIS) technology to monitor a person's fluid status and tissue analysis.

ImpediMed produces a family of FDA cleared and CE Marked medical devices, including SOZO®, sold in select markets globally. For more information, see our website at [www.impedimed.com](http://www.impedimed.com).

ImpediMed's management team includes executives who have international experience in successfully introducing innovative medical products to global markets. The organization is dynamic and professional and has been built from the ground up with a strong team of enthusiastic and dedicated senior managers, researchers and employees. The company is on a dramatic growth path with the strong demand for its unique product offerings and offers exciting career opportunities.

**ImpediMed's Company Vision:** *Leave no patient untested who could benefit from our technology.*

**ImpediMed is an Equal Opportunity/Affirmative Action Employer**

**TO APPLY:**

Please email your resume to [employment@impedimed.com](mailto:employment@impedimed.com) subject line reading: National Accounts Executive.