

ORGANIZATIONAL OVERVIEW

Diversified Clinical Services, Inc. (DCS) www.diversifiedcs.com , is the world's largest wound care management company with over 300 hospital partners delivering excellent evidence-based care to patients suffering from chronic, non-healing wounds.

Headquartered in Jacksonville, Florida, DCS and its affiliated companies have been the leader in wound care for over 50 years. DCS partners with hospitals to offer specialized outpatient wound care in 48 states and Puerto Rico. DCS' extensive infrastructure and strategic support is unmatched by self-managed programs or centers managed by others. Our hospital-based centers offer the most advanced modalities including adjunctive hyperbaric oxygen therapy. Providing outstanding wound care is DCS' entire focus. The Company's leaders are internationally recognized experts in wound care who research, teach and guide quality improvement initiatives such as DCS' Clinical Practice Guidelines. Based on our experience of treating more than two million wounds, DCS Centers have achieved continuously improving clinical outcomes including high limb salvage rates, an 88% healing rate within 31 median days-to-heal (in 2009) and extremely high patient satisfaction. In addition, every DCS physician, nurse and clinician has access to continued support and educational resources from our vast Medical Affairs team.

An estimated eight million Americans suffer from chronic wounds. Wounds come from a variety of different medical conditions and they don't heal for many different reasons. Typically, a wound that does not respond to normal medical care within 30 days is considered a problem or chronic wound. Diabetics may acquire small cuts or sores on their feet or lower extremities that develop into serious wounds. About 20 percent of these wounds become so severe that they result in amputation. Vascular disorders may result in chronic venous stasis ulcers. Immobility coupled with other conditions can cause severe, hard-to heal pressure ulcers.

With the tagline, ***"Healing Wounds. Changing Lives,"*** Diversified Clinical Services attracts passionate employees committed to making a positive difference.

MISSION

We provide best practice wound care management and related services to our partner hospitals, enabling them to bring unparalleled value to the communities in which they serve. Together we will enhance the quality of life of our patients.

VISION

We will universally be recognized as the "premier" resource in wound care management and related services through achieving excellence in our clinical and management practices across the continuum of care. We will realize our vision by applying our experience using proven technology and advanced therapies which result in the best clinical and financial outcomes for our patients, hospitals, and other stakeholders. Our partners will recognize us as the value leader in wound care management. Current and prospective associates will view us as the employer of choice in our industry.

JOB DESCRIPTION

Director of Physician Relationship Development

Summary

The Director of Physician Relationship Development plans and directs programs that DCS will use to educate physicians and the referral community about specialized Wound Care. You will assist over 300 DCS-managed, hospital-based Centers meet patient and referral development goals. Reporting to the EVP Marketing, this position requires an energetic, inquisitive, intelligent professional with skills in creating, planning, and implementing programs to support Ops mgrs. The Director will oversee the process of setting and implementing marketing strategies for our Centers. You will collaboratively create training, coaching, and communication tools to support over 300 Program Directors in developing and implementing referral development and community education plans. You will continuously improve our educational programs by developing metrics, monitoring effectiveness, setting strategies, and continually adopting to needs of Operational Management and Program Directors. The Physician Relationship Development Director will advance DCS' mission of providing outstanding, essential services our hospital partners.

Essential Duties and Responsibilities

- Develops and implements realistic plans and budget to meet corporate priorities and goals for new patient volume.
- Creates training, coaching, and communication tools for PD's to support them in developing and implementing effective referral development and community education plans, which they must do in consultation with the hospital's senior executives and marketing staff, wound care medical and clinical staff.
- Organizes large projects with Operations and Corporate support, and manages outside vendors cost effectively, to develop all the priority educational materials and tools for specific volume targets by diagnosis and specialty.
- Analyzes, develops, and tracks success of forecasting tools and communication systems to support PD's, AVP's, and corporate to target and track outcomes from activities.
- Develops templates for strategic marketing plans to increase volumes from referral source.
- Manages corporate-wide teams to achieve improvement and synergy in referral development activities. Works with team members to develop system-wide standardization of activities, including call preparation, planning, data collection, cross-selling communications, promotional materials, proposal preparation and presentations.
- Implements follow-up education and tracking of plans to understand results of new activities by target, program, and service.
- Works collaboratively with IT, EMR system operators, and other staff to optimize and leverage use of existing reports and capabilities, to gather the data needed to develop effective strategies and to base activities on experience that is accurately tracked and continually improved.
- Collects information and facilitates distribution and use of physician databases.
- Supports and encourages PR activity at centers by providing PR tools which help Centers develop relationships with hospital and community media.
- When requested, assesses the viability and potential for direct to consumer advertising with AVP's, PD's, and hospital. Supports advertising campaign with existing materials or develops new ones when funded.

- Responsible for co-leading PD training and updating manuals, instructional materials, and tools.
- On rare occasions, may go on-site to build relationships, train, and leverage knowledge to pilot new sales techniques and mentor.
- Continually improves services, programs, and communications materials to respond to hospital partner expectations and strategic marketing needs.

Qualifications

A Bachelor's degree is required. Master's degree in management or marketing is highly preferred. 4+ yrs experience in business development, marketing, product or service line management, physician liaison/physician referral development, strategic planning and analytics required. Must have a background in either healthcare, hospitals, pharmaceutical, medical device, or managed care. The Director should have demonstrated ability in Change Management and implementation, analysis and assessment. Must be able to initiate and complete projects independently. Knowledge of hospital systems, physician specialties, and patient decision-making process needed. Knowledge of specialized wound care is a plus. Outstanding presentation skills, including written and verbal skills are essential.

Competencies

- Strategic Thinking: Develops and implements integrated client services strategies, including the necessary tactical elements for the promotion of the Centers' services.
- Organizational Knowledge: Maintains a depth and scope of knowledge regarding DCS, services and staff expertise to assure accurate and effective communications.
- Analytics: Strong analytical ability to identify and gather sources of data, interpret financial and clinical data and to prepare clear, concise management reports. Ability to articulate results of analysis and effectively represent challenges faced, to be proactive and aggressive in thinking about new ways to do things and to create enthusiasm for new initiatives or change efforts to gain support and commitment from stakeholders and team members.
- Project Management: Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- Change Management: Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results.
- This person must possess the requisite verbal and written communication skills to effectively instruct, influence and negotiate. This person must be able to express ideas clearly, concisely and effectively and listen to and respond appropriately to others.

Compensation & Benefits

Salary range between 90K -115K with bonus potential up to 20%. Benefits package includes 24 days PTO and 401K matching. Relocation package is available.