



## **POSITION DESCRIPTION**

### **Senior Director of Business Development**

Reports to: Vice President of Business Development

Position Status: Exempt

Supervises: No one

Effective Date: 6/29/23

### **GENERAL SUMMARY**

Reporting to the Vice President of Business Development (VPBD) and supporting the Executive Team, the Senior Director of Business Development is a high exposure role within the organization and assists the VPBD to define, plan, and implement key priorities ranging from completion and implementation of the strategic plan to identification and pursuit of new business opportunities.

This position is responsible for new development opportunities focused on patient census growth through targeted outreach.

### **DUTIES AND RESPONSIBILITIES**

#### **Market Analysis**

1. Analyzes and keeps current on competitor profiles and activity in the market.
2. Supports the VP of Business Development by collecting and revising data to pull together market maps and analysis to support growth strategies.
3. Works to be a subject matter expert on existing market dynamics and white space markets in which NKC expands.
4. Actively participates in market research projects and queries that drives revenue growth to the enterprise.

#### **Business Development**

1. Assists in managing key client relationships, conducting due diligence activities as applicable.
2. Establishes relationships and provides education to hospital discharge planners and social workers to increase placement patient rates.
3. Works with existing Clinic Managers and staff to support increased patient census.
4. Assists community outreach efforts with marketing team.





5. Meets with NKC Medical Directors and practices as a consultant to understand concerns and areas in which to improve.
6. Collaborates with the VP of Business Development and CNO to develop and implement solutions for ease of patient placement.
7. Negotiates Medical Directorships where appropriate.
8. Collaborates with the VP of Business Development on strategies to joint venture, build DeNovos, acquisition targets, and home only units.
9. Works with payor contracting to develop relationships to enhance NKC agreements.

### **Business Modeling**

1. Creates updated market reports for targeted market areas.
2. Works with the VP of Business Development and finance team members on financial calculations and business modeling for key BD projects.
3. Assists in producing presentations and summaries for each respective market/project.
4. Assists in preparing Board presentations for key reporting.
5. Keeps track of KPIs and monitors trends; assists in developing action plans to implement.

### **Leadership Competencies**

1. Data driven, results-oriented style with a high degree of analytical ability and proven problem-solving skills.
2. Excellent communication, interpersonal and leadership skills.
3. Commitment to and champion of diversity, equity and inclusion in work design, team development and communication.
4. A great listener that encourages open dialogue and diverse viewpoints, with the ability to drive decision making by asking key questions and framing options effectively.
5. Proven project management skills and experience.
6. Demonstrated ability to lead highly complex projects to completion and sustainment.
7. Adept at leading/participating in multiple concurrent initiatives.
8. A change agent with the ability to thrive and quickly adapt to change by leading others through change in a dynamic, fast-paced industry and work environment.
9. Willing to challenge standard thinking with new ideas, approaches, and solutions. A strategic big picture thinker with the ability to operationalize and implement actionable and measurable goals to meet strategic objectives.
10. Expert at effectively pivoting between strategic development and tactical deployment.
11. Takes accountability and responsibility for own actions, with the utmost of integrity.
12. A team player who can build collaborative relationships across the organization.





## **CUSTOMER SERVICE STANDARDS**

Staff are responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.
4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

## **JOB CONDITIONS**

Must be able to communicate effectively in English over the telephone, in writing, and in person. Duties and responsibilities are performed in an office environment.

Physical activities require the ability to stand, walk, stoop, kneel, crouch, reach, lift; fingering, grasping, talking, hearing, and repetitive motions of hands, wrists, and fingers. Requires a high-level of hand-eye coordination. Must have strong visual acuity to read, inspect information on monitors, inspect technical documents, and to inspect and repair dialysis and related machines.

Physical requirements include the ability to lift/move objects weighing up to 30 pounds occasionally, and up to 10 pounds frequently. The individual in this position operates the phone, computer, copier, and other office equipment as required. Demonstrated skills in Microsoft Office Products and knowledge of clinical software programs are required.

## **EDUCATION AND EXPERIENCE**

Bachelor's degree in business, healthcare administration, or similar discipline required; master's degree preferred. 5+ years of experience in business development and/or analysis in a healthcare or consulting environment. Must have demonstrated experience managing complex change initiatives. Must be a strategic thinker that takes initiative, has the stamina, emotional intelligence, and strong interpersonal skills to operate strategically and to effectively oversee strategies to help drive and achieve differentiating business results. Successful track record of innovation and business development.







**The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.**

**REVIEW AND APPROVAL**

<div>DocuSigned by:  <small>28D7963024F24G3...</small></div>	<div>7/12/2023</div>
<div>Vice President of Business Development</div>	<div>Date</div>

<div>DocuSigned by:  <small>4C89012C2B2D4C7...</small></div>	<div>7/12/2023</div>
<div>Vice President of Human Resources/CHRO</div>	<div>Date</div>



