

JOB DESCRIPTION

Position: HIT Business Strategist

Reports to: Director of Business Development

General Description of Employer

The Colorado Rural Health Center (CRHC) is a non-profit organization that serves as the State Office of Rural Health. CRHC's mission is to enhance healthcare services in Colorado by providing information education, linkages, tools and energy toward addressing rural healthcare issues.

Position Summary

The HIT Business Strategist reports to the Chief Executive Officer and is responsible for the sales and implementation of the HIT support services. The HIT Division includes business analytics/intelligence solutions to assist CRHC clients with data analytics and outsourced HIT assistance in either the rural hospital or clinic setting. The HIT Business Strategist is responsible for assessing and selling HIT services including business analytics/intelligence, on-site and remote HIT support services. This position is responsible for working with the CEO and Director of Business Development to ensure the HIT program's success including strategic direction and development of services to meet the needs of rural Colorado. Success for activities will be measured in revenue, volume, and the development of strong relationships with rural hospitals, clinics, long term care facilities, etc.

Essential Duties and Responsibilities

Program Planning

- Plan the delivery of the overall program and its activities in accordance with the mission and the goals of the organization
- Work with CEO and Director of Business Development to develop new initiatives to support the strategic direction of the organization
- Work with CEO and Director of Business Development to develop and implement long-term goals and objectives to achieve the successful outcome of the program
- Assist in the development of an annual budget and operating plan to support the program
- Work with CEO and Director of Business Development to develop a program evaluation framework to assess the strengths of the program and to identify areas for improvement
- Assist in the development of a sustainability plan for the program to ensure the continuous delivery of services
- Work with staff to manage client data analytics projects including full implementation of business intelligence and reporting (design, planning, building, testing, documentation and deployment)
- Read related publications in order to obtain information about market conditions, business trends, and industry developments
- Work with CEO and Director of Business Development on sales campaigns and marketing of services

Sales

- Contact new and existing customers to discuss their needs, and explain how these needs can be met through use of CRHC HIT services
- Identify prospective customers, following leads, prepare presentations, make site visits to explain services and opportunities

- Answer customer's questions about pricing, contracts, etc.
- Resolve customer complaints regarding sales and service
- Review operational records and reports to project sales and determine profitability
- Negotiate and execute contact including selling, negotiation, pricing, and signage

Management

- Work with CEO and Director of Business Development to support the development of HIT departmental goals and objectives, defining performance metrics, monitoring progress, reporting on results and analyze capacity building

Skills Required

- Sales experience
- Health Information Technology experience
- Excellent analytic skills
- Prior experience with hospital information systems
- Data reporting skills including prior experience with multiple analytic/reporting systems such as Crystal Reports, MS Excel/Access and/or other third party business analytic/intelligence solutions preferred
- Understanding of database schemas and structure preferred
- Demonstrable computer/software skills preferred
- Familiarity with one or more programming and scripting languages preferred
- Ability to identify and set priorities, and coordinate multiple tasks with multiple priorities, many of which are time sensitive
- Effective, professional communication skills
- Strong organizational skills and attention to detail
- Strong customer service skills
- Strong contributor and collaborator in team environments
- Ability to travel throughout the state of Colorado for sales, job related meetings and events

Education and Experience

- Bachelor's Degree
- At least five years of experience in healthcare
- Experience in software development & management preferred
- At least five years of Sales experience

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle or feel, reach with hands and arms, talk and hear. The employee is occasionally required to stand, walk, climb, balance, stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 50 pounds.

Work Environment

The work environment characteristic described here is representative of those an employee would encounter while performing the essential functions of this job. The work will be performed in a standard office environment, utilizing a standard desk and chair, standard office equipment and a personal computer.

Salary and Benefits

Exempt position. Salary will be based on skills, education, and experience. Bonus structure based on sales and goals. CRHC's full benefits package will apply. Relocation assistance is not available.

Hours

Full-Time: 40 hours/week; 8:00am to 5:00pm Monday through Friday

Application Process

Applications will be reviewed for minimum job requirements and top candidates will be interviewed. Please email hr@coruralhealth.org with subject line **HIT Business Strategist**. The message of the email **must** identify your **salary requirements** and have an attached **cover letter** and **resume** before review consideration is given. In addition, within the email, please identify where you found the listing for this position.

**THE COLORADO RURAL HEALTH CENTER IS AN EQUAL OPPORTUNITY EMPLOYER.
A CRIMINAL BACKGROUND CHECK WILL BE REQUIRED.**

NO PHONE CALLS PLEASE!