



POSITION: Director, National Accounts

DATE: April 2021

REPORTS TO: VP, Market Access and Trade

FLSA STATUS: Exempt

DEPARTMENT: Market Access and Trade

ACCOUNTABILITY OBJECTIVE:

Reporting to the VP, Market Access, the Director, National Accounts, is accountable for enhancing Impel's product access and reimbursement status with commercial payors, Medicare, Medicaid, VA/DoD, as well as select Integrated Health Systems. This individual will be responsible for eliminating and/or significantly reducing barriers to access and reimbursement for the Company's products across all payer segments. S/he will work cross functionally with sales and marketing to implement product access initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES includes the following.

- Demonstrate a comprehensive understanding of targeted disease states and their impact on patients, institutions, payers, healthcare providers and accounts
- Proactively leverage detailed knowledge of all applicable products, and relevant competitor products, and can position and differentiate products while aligning with customer and patient needs and goals
- Develop targeted account management strategies and tactics to facilitate access to Impel's products across all payor segments
- Develop and maintain strategic relationships with National payers throughout the US to facilitate appropriate coverage for Impel's product portfolio. Assist assigned sales regions with market access coverage and reimbursement expertise.
- Develop, implement, and coordinate pull-through activities and product access strategies in collaboration with sales and marketing colleagues
- Coordinate the presentation of compelling clinical information to key decision makers across all payor segments to allow for discussions which lend to coverage and reimbursement of products
- Coordinate closely with pharmacy partners to identify and resolve payor coverage and reimbursement issues
- Participate in the design and development of various payer communications
- Utilize financial and business acumen to negotiate contract terms and conditions in a mutually beneficial and compliant manner
- Develop an effective communication plan to ensure that all sales and marketing staff are aware of key coverage and reimbursement issues across all payor segments
- Work closely and collaboratively with other commercial team members to meet corporate business objectives
- Participate in industry meetings, exhibits and conventions, as appropriate, to engage with customer base and strengthen relationships
- Complete all company-based and job-related training as assigned by Impel within the required timeframe



EDUCATION, EXPERIENCE AND/OR SKILLS REQUIRED

- B.A./B.S. degree required; advanced degree preferred
- 8+ years in the US life sciences/pharmaceutical/medical device industry
- 3+ years successful account management experience within the healthcare market
- Product launch experience and success (especially in Specialty areas)
- Neurology experience preferred but not essential
- In-depth, hands-on experience, expertise, and relationships within the US payer landscape in both public and private segments
- Proven record of high ethical values and health care compliance
- Works well as a team player; solid organizational skills with ability to meet tight deadlines

CULTURAL COMPETENCIES

- **Collaborative:** Works together in an intersection of common goals by sharing knowledge, learning, and building consensus with others.
- **Flexibility:** Develops new or diverse strategies to achieve organizational goals. Able to lead in a changing and challenging work environment. Manages competing demands and unexpected events.
- **Ownership:** Demonstrates full ownership and takes accountability for the actions and execution of both self and the department.
- **Leadership:** Ability to be dynamic and visionary, and able to define clear and specific objectives, tasks and responsibilities.
- **Initiative:** Measures self against a standard of excellence. Demonstrates persistence and overcomes obstacles, takes calculated risks to accomplish goals. Ability to work a demanding, primarily self-directed work schedule.
- **Professionalism:** Works well in a fast-paced environment; treats others with respect and consideration; accepts responsibility for own actions. Understands business implications of decisions, aligns work with strategic goals. Meets deadlines and commitments.
- **Communication Skills:** Clearly and persuasively communicates verbally and in writing. Listens and seeks clarification; manages difficult situations; maintains confidentiality.
- **Problem Solving:** Conducts appropriate analysis and makes clear, consistent, and timely decisions.
- **Detail minded:** Demonstrates accuracy and thoroughness; monitors own work to ensure quality and organization. Strong attention to detail while multitasking.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must have demonstrated ability to multitask in high pressure, changing conditions. Sitting, standing, stooping, and lifting of packages/laboratory equipment up to 30 pounds may be required.

WORKING CONDITIONS

When based in the office, expect a noise level typically moderate for offices and labs.



PRIMARY LOCATION & TRAVEL

This position is not location specific with focus being on the right individual. We anticipate that on an ongoing basis this role will be a field-based position although incumbent will need to participate in face-to-face Corporate and Commercial leadership meetings as needed. Travel up to 50% to meet the ongoing needs of the business.