Position Description

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<th>Position</th>
<th>Senior Manager, Education and Outreach</th>
<th>Department</th>
<th>CORE</th>
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<td>Reports To</td>
<td>Director, CORE</td>
<td>Date</td>
<td>January 2015</td>
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The CORE Senior Manager, Education and Outreach (Senior Manager) is responsible for designing and successfully executing CAQH CORE’s education and outreach programming. This position will educate the market on CORE and related activities, with emphasis on rule writing, certification and testing and other initiatives as identified in the CAQH CORE strategic plan. The Senior Manager promotes and builds the reputation of CORE as the national healthcare administrative operating rules expert. This position also is responsible for developing CORE participant outreach and maintenance. The position requires knowledge of and focus on industry trends, strong communication and presentation/facilitation skills, and the ability to establish and work against deadlines. The Senior Manager, Education and Outreach reports to CORE’s Director; the position is full time, exempt.

RESPONSIBILITIES

- Proactively plan and market the CAQH CORE education and outreach activities as required by CORE Lifecycle for Education program. These may include but not be limited to Town Hall calls, public national webinars with partner organizations, CORE new participating organization orientations, and frequent conference presentations, including oversight of production of accompanying high-quality educational materials.
- Ensure all CORE education programming is of high quality and well organized. Working with existing tool and developing new approaches, produce both short and long term marketing strategies for CORE education and outreach, and evaluate existing curriculum and content for relevancy and end-user ease of use. Explore new communications vehicles such as social media, videos, etc., to maximize effectiveness.
- Ensure the measurement of the impact of CORE education and outreach content occurs based upon research, feedback, market analysis. Performing cost/benefit analysis of education program and make recommendations for improvement.
- Seek out education-based relationships and develop new relationships consistent with the overall CORE strategy. Work on joint education outreach and build/train the CORE Speakers Bureau into a multi-stakeholder resource of respected, knowledgeable and innovative speakers who can speak via the CORE national webinars or be deployed on behalf of CORE to speak at conferences.
- Create a CORE participant maintenance strategy and program with the goal of retaining current CORE participating organizations, increasing their engagement in rule writing, tracking participant issues and attracting new members via value-added incentives and features.
Create a specialized outreach program for CORE certification with the goal of increasing the number of CORE certification applicants. Engage CORE certified entities to share their non-proprietary technical and business case information, including return on investment (ROI) data.

With the CORE Director, monitor and make recommendations on the education and outreach budget, work with CORE Director to recruit and hire additional staff or consultants as approved, and motivate staff, conduct annual performance reviews for direct reports.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Proactive, innovative and out-of-box thinker who can independently identify and capitalize on opportunities for innovative education and marketing by "connecting the dots." Attention to detail without losing sight of the big picture, and ability to analyze information from a variety of sources.

- Proven ability to translate complex, technical requirements into clear, concise user-friendly messages and materials. Ability to proactively create high-quality communications materials.

- Knowledge of changing healthcare information (HIT) environment and ability to translate it into meaningful educational offerings.

- Excellent organizational and planning skills, with ability to set priorities and manage projects focusing on results and deadlines.

- Ability to negotiate and successfully bring to closure collaborations with educational partners.

- Excellent writing skills, and ability to coordinate graphics and video production. Superior presentation, public speaking and facilitation skills. Advanced knowledge of Microsoft Office, PowerPoint, Excel and Word.

**EXPERIENCE**

- Six to eight years of experience, including two or more years managing staff and four or more years managing, creating, coordinating or integrating technical information using a range of educational tactics into training materials and outreach tools.

- Three or more years managing aspects of membership-driven education, marketing and outreach. Distance learning experience/capacities highly desirable.

- Awareness and ongoing application of HIT issues is essential. Knowledge of HIPAA-related transactions and regulatory compliance is strongly preferred.

**EDUCATION**

- Bachelor's degree required. Master's degree in a related field is preferred.

- Post college seminars, classes, conferences to promote ongoing self-development maintain awareness of trends, regulatory requirements and industry thought leadership.
WHO WE ARE
CAQH, a non-profit alliance, is the leader in creating shared initiatives to streamline the business of healthcare. Through collaboration and innovation, CAQH accelerates the transformation of business processes, delivering value to providers, patients and health plans.

- **COB Smart™** quickly and accurately directs coordination of benefits processes.
- **EnrollHub™** reduces costly paper checks with enrollment for electronic payments and electronic remittance advice.
- **CAQH ProView™ (formerly Universal Provider Datasource™)** eases the burden of provider data collection, maintenance and distribution.
- **SanctionsTrack®** delivers comprehensive, multi-state information on healthcare provider licensure disciplinary actions.
- **CAQH CORE®** maximizes business efficiency and savings by developing and implementing federally mandated operating rules.
- **CAQH Index™** benchmarks progress and helps optimize operations by tracking industry adoption of electronic administrative transactions.

WHAT YOU GET
CAQH recognizes that its most important asset is its growing team of smart, creative, collaborative, forward-thinking and passionate professionals – and that a comprehensive employee benefits package is an important factor for them in choosing where to work. CAQH offers competitive compensation along with an extensive benefits package for all full-time employees, including medical, dental and vision coverage, tuition assistance and a 401k. Our location in downtown Washington, DC is metro-accessible, has an onsite fitness center and is centrally located to allow our team to take advantage of professional networking opportunities, cultural offerings and a thriving social scene.