

CAQH Position Description

Position: Sr. Manager, Provider Engagement Department: Account Management

Reports To: Director, Account Management **Date:** October 2016

Scope: Full-Time/Exempt

Position Summary:

Position is responsible for strategy, prioritization, design and tracking of an ongoing, continuous series of provider outreach activities to increase provider awareness and participation in all applicable CAQH Solutions initiatives. Must engage and communicate directly with providers and their representatives, current Solutions clients and prospects, and CAQH cross-functional partners to:

1. Define campaign options and elements to drive adoption of CAQH solutions by new providers and increase usage among existing users,
2. Work with cross-functional partners in Operations, Account Management, Product and Marketing to execute provider enrollment campaigns,
3. Analyze results, identify trends and determine optimal content to maximize business outcomes,
4. Continuously improve outreach campaigns based on prior campaign results to increase provider adoption for each applicable Solution,
5. Assess provider awareness and understanding of CAQH Solutions.

Work closely with the Operations, Business Development, Account Management, Solutions, and the Marketing & Communications teams to provide a seamless, positive and professional experience for providers and their staff.

Specific Responsibilities:

- Create and coordinate execution of provider adoption goals/strategies
 - Assess provider awareness and understanding of CAQH Solutions.
 - Educate providers on the importance of data quality.
- Ensure release impacts are understood and communicated appropriately.
- Design, test and deploy provider outreach campaigns to promote and grow participation in CAQH Solutions.
- Work with the partners in the CAQH Operations team to execute broad-based CAQH-led provider outreach activities that span one or more market segments.

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- Work with partners in the CAQH Account Management team to execute client-led outreach activities.
 - Work with partners in the CAQH Marketing & Communications team to identify opportunities to engage with professional organizations, associations and other industry influencers to create awareness of and participation in CAQH Solutions among healthcare providers and their staffs.
 - Track contacts and actions.
 - Participate in provider engagement opportunities.
 - Conferences
 - Webinars
 - Define key performance indicators and metrics, design report content, and analyze results during and after campaigns; identify trends and opportunities for improvements.
 - Coordinate creation and testing of outreach content to assess and optimize effectiveness.
 - Define the maintenance process for provider and related staff contact lists.
 - Conduct weekly/monthly campaign reviews with internal teams and prepare monthly executive summary reports. Report monthly adoption rates against goal
 - Maintain and publish a rolling calendar of CAQH-driven and client-driven campaigns.
 - Serve as an escalation point for operational staff to answer provider inquiries resulting from outreach activities.
 - Work with Solutions Product Managers to supply feedback, comments and solution enhancement opportunities from the provider community.
 - Suggest product enhancements based on provider feedback.
 - Performs other duties as assigned.

Supervisory Responsibility:

None.

Skills:

- Familiarity with best practices for email and social marketing.
- Ability to handle multiple tasks seamlessly. Strong attention to detail and the ability to follow-up consistently to resolve concerns and ensure client satisfaction.

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- Excellent organizational, prioritization and time management skills.
 - Excellent written and verbal communication skills.
 - Project management skills.
 - Ability to interact and work closely with all levels of internal and external staff.
 - Ability to work independently and sustain high level of motivation and enthusiasm.
 - Possesses a strong work ethic and desire to contribute individually, to the team, and to the organization.
 - Proficiency with Microsoft Office, Word, Excel and PowerPoint.

Experience:

- Experience utilizing marketing automation or email marketing solutions.
- Minimum of eight years of experience in business setting.
- Two or more years of marketing and telephonic sales and/or client management experience preferred.
- Experience working with providers and provider organizations preferred.

Education:

- B.A. /B.S. degree required.

Percent of Travel:

Approximately 0 - 15%

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 Database®)** 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.

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- **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.