

CAQH Position Description

Position: Senior Product Manager

Department: CAQH Solutions

Reports To: Group Product Manager

Date: January 2021

The Senior Product Manager guides the team that is responsible for a new CAQH Solution that supports health plans and third-party healthcare apps in scaling industry-wide interoperability. This person will lead the solution to drive new adoption, increased value to customers, and building out a robust roadmap that addresses emergent industry needs. A successful Senior Product Manager must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that a reality.

The Senior Product Manager will work with all areas of the company along with a development partner to define product release requirements and plans. They will work with marketing to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customer. They will work with the sales team to create a repeatable sales process. They will also serve as the internal and external evangelist for their product. The Senior Product Manager reports to senior leadership at CAQH and will be part of a small, entrepreneurial team responsible for product launch; the position is full time, exempt.

RESPONSIBILITIES:

- **Product Champion** – Act as the product lead/owner for new and existing products; work with cross-functional teams to enhance existing products.
 - Execute the entire product lifecycle and tactical activities.
 - Prioritize enhancement requests and develop and maintain a product roadmap that casts a vision both internally and externally of where the product is going in alignment with organizational objectives, collaboration with internal departments, and industry trends.
 - Support market research, identification of market problems, development of business cases, and design solution concepts for existing and new CAQH Solutions.
 - Develop a deep understanding of target customer needs and represent the needs of the customer when defining, designing, building, and launching product.
 - Evangelize customer needs and assigned product concepts internally and externally to obtain buy-in and drive industry adoption.
 - Coordinate cross-functionally across matrix resources to execute product design reviews, changes, and implementations.
 - Utilize product management tools (Aha!/JIRA) and development practices (SAFE Agile) to support CAQH Solution development initiatives.
 - Communicate product roadmaps at a level of detail appropriate to the audience, both internal and external to CAQH.
 - Drive the development and retirement of assigned existing products.
 - Measure and report the actual results of the product strategy to its plan.
- **Go-to-Market** – Support the marketing team in the development and implementation of a company-wide go-to-market plan, working with all departments to execute.
- **Sales/Account Management Enablement** – Support sales teams by assisting with the development of a repeatable sales and account management process, including sales materials and tools, conducting sales training, identifying new markets, and advising on short and long-term sales and account management strategies for existing/new products. Manage ROI assessment for new solution releases and support ongoing Product Marketing and Account Management work to maintain solution

ROI metrics.

- **Operations Enablement:** Support Operations department by collaboratively defining standard processes to support customers and delivering tools and workflows to streamline those processes.
- **Technology Enablement** - Collaborate with technology partners to build a technical roadmap that will support the long-term needs of the market and can position the product to adapt to changes in market conditions and optimally address emergent needs identified by our customers.
- **Relationship Management** – Coordinate collaboration among diverse constituent groups, including Member Health Plan Solution Work Groups, industry organizations including the Davinci Project, the CARIN Alliance, and others, and engagement with relevant federal agencies including CMS and ONC.
- **Thought Leadership** - Promote leading healthcare industry and organizational thinking, cultivate new ideas, foster innovation, provide subject matter expertise across internal and external settings.

KNOWLEDGE, SKILLS AND ABILITIES:

- Understanding of interoperability standards and frameworks (including APIs, X12, HL7 FHIR, security and privacy standards) that have been adopted in healthcare.
- Prior involvement in industry working groups (e.g., HL7, ONC FAST, etc.) desirable.
- Experience aligning product concept with Federal regulatory requirements desirable.
- Knowledge of interoperability and Patient Access regulatory requirements desirable.
- Ability to conduct market research, develop business cases, and design conceptual solutions.
- Ability to document business or product requirements and create functional design specifications.
- Ability to evaluate and quickly assess product ideas and requests coming from numerous sources and articulate a rationale for both prioritization and de-prioritization.
- Ability to make and defend decisions related to economic trade-offs and prioritization.
- Ability to create written, graphic and summary documents and presentations for internal and external use in communicating product goals and objectives.
- Ability to communicate concisely with business and technical stakeholders using their terminology.
- Ability to work collaboratively across matrix organizations in a fast-paced environment.
- Willingness to travel to industry events and customer work sites.
- Experience in the business-to-business side of healthcare.

EXPERIENCE:

- 7+ years in product development / product management with a technology focus.
- 3+ years managing healthcare technology products / programs.
- Working knowledge of healthcare interoperability, including experience with HL7 FHIR integrations.
- Substantive experience coordinating initiatives on a national scale.
- Experience coordinating and leading large cross functional constituent group meetings.
- Experience launching a new product and scaling up customer adoption and usage.
- Experience presenting domain content in large group and public settings.
- Experience in working in the healthcare interoperability domain is preferred.
- People management/supervisory experience preferred.

EDUCATION:

- Bachelor's degree required.
- Master's degree preferred.
- Degree in healthcare administration, public health, or technology disciplines preferred.

WHO WE ARE

Named one of the “Best Places to Work” by Modern Healthcare for five consecutive years, CAQH has helped nearly 1,000 health plans, 1.6 million providers, government entities and vendors connect, exchange information and operate more efficiently. CAQH technology-enabled solutions and its Committee on Operating Rules for Information Exchange (CORE) bring the healthcare industry together to make sharing business information more automated, predictable and consistent. CAQH Explorations researches opportunities to reduce the burden of manual processes in healthcare administration.

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.

CAQH is an equal opportunity employer (Minorities/Females/Disabled/Veterans). We recruit, employ, train, compensate, and promote without regard to race, national origin or ancestry, color, religion, creed, sex, age, marital status, presence of children, pregnancy, sexual orientation, genetic status, gender identity, mental or physical handicap, status as a covered veteran, status as a qualified disabled individual, except where sex is a bona fide occupational requirement, or where disability status is a bona fide occupational disqualification or any other legally protected status.

Applicants have rights under Federal Laws under the [Family Medical Leave Act \(FMLA\)](#), [Equal Employment Opportunity \(EEO\)](#), [Equal Employment Opportunity Supplement](#), and the [Employee Polygraph Protection Act \(EPPA\)](#).

If you are interested in applying for employment with CAQH and need special assistance or an accommodation to apply for a posted position, contact our Human Resources department at 202-517-0400.