

VP, Account Management

Career Description:

Overall Responsibility

As the VP, Account Manager you are responsible for all strategic planning, account management, and for the overall success of American Well's relationship with assigned client accounts. Success will be measured by strategic and tactical leadership and oversight, optimizing online care utilization, and the financial performance of the overall contract. The primary initial focus of the role will be to develop relationships with health plan executives and decision makers within existing clients in order to successfully expand utilization of American Well's services and products.

The goal is for the Online Care™ solution to be the ubiquitous telehealth solution across the United States. The role requires strategic planning and consultative selling, while interfacing with some of the most senior decision makers in the healthcare landscape.

Core Job Duties

With assigned client accounts, seamlessly interface and gain the trust of individuals at all levels and lead the internal American Well team through implementations, marketing, campaigns, re-selling to client's employer accounts, and expansion of the existing relationship.

Frequent interaction with the American Well executive sponsor and other critical American Well leadership to keep the entire team apprised of strategies and tactical developments is essential.

Develop and present compelling business cases to senior executives of client companies; consultatively identify and confirm the issues and problems that clients are facing and construct a unique, compelling value proposition that is ROI/performance-based for each client that solves their pain and is based upon American Well Management's unique competitive advantages and core competencies.

By definition, this key position reflects and emphasizes a strategic objective set forth by American Well to substantially grow revenue. This revenue growth will be accomplished by adhering to the following fundamental objectives: expand adoption of the company's products and services; help carriers win employer accounts that would utilize American Well, and assist client organizations to have a well-trained, well-educated, and motivated sales force.

- Establish and maintain contacts at the highest level of decision-making authority within client organizations.
- Manage and prioritize all opportunities to enhance client relationships and accelerate the decision making process that will grow revenue through increased utilization.
- Strategize with client account leads on a weekly basis on all opportunities to ensure solutions are being effectively sold; accurately forecast respective opportunities based upon realistic assessments.
- Collaborate with the senior management team to develop a strategic and tactical plan to achieve the desired annual revenue targets.
- Work with client sales support, product management and business development to complete requests for proposals/information in a timely, accurate and professional manner. This includes leading a strategic planning

session with all internal constituents to ensure their understanding of how American Well can meet the client's needs.

- Effectively implement and nurture clients to ensure optimal deal performance and success for American Well's customers.
- Provide input to product development teams to develop new products and deliver them to the market constituents.
- Lead in-house presentations and site visits to prepare for and conduct client, channels, and executive site visit/presentations.
- Demonstrate clear understanding of the sales process and product and service value propositions.
- Maintain professional internal and external relationships that reflect the core values of American Well.
- Develop specific plans on how to develop relationships.
- Build relationships inside client organizations to identify the plethora of utilization opportunities that require a leader to coordinate the strategy and execution.
- Demonstrate service excellence.

Qualifications

The successful candidate must be a skilled relationship developer, employ an entrepreneurial spirit, and passionately embody American Well's mission.

American Well is seeking a seasoned, respected professional who exhibits keen business instincts, is creative, and above all, has the ability to drive new markets, not simply sell features and benefits in mature markets.

- Persuasive, energetic, disciplined independent thinker with proven ability to earn and retain a "seat at the table" while effectively facilitating forward-thinking discussions with the executive leadership of an organization.
- Possesses strong planning skills to keep the organization focused on a set of strategic client objectives.
- A passionate, entrepreneurial desire to drive an organization to greater levels of success.
- Comfortable dealing with and managing in an extremely fluid, fast-paced environment. Communicates optimism and confidence in the future direction of the company.

Abilities required

- Defines and communicates a long-term vision and strategy to achieve desired outcomes.
- Creates, builds and maintains relationships. Must possess strong consensus building skills. Creative idea generator with the confidence and persuasiveness required to sell innovative ideas.
- Demonstrates creative, cost-effective solutions to situations associated with a rapidly changing industry.
- Generates excitement about the organization and people to strive for excellence. Improvises when things break down or go wrong. Displays focus and patience in the midst of ambiguity resulting from change. Provides feedback to others in productive, non-judgmental fashion. Gains respect from others and has credibility and vision.
- A strong working knowledge of employer benefits, delivery networks, and the ability to project and deliver account-

specific ROI is essential.

- A track record of success and innovation with health plans, employers, and benefits consultancies and brokerages a must.
- High energy, drive, achievement orientation.
- Strong value orientation with respect to improving health care system.
- Solid personal computing skills and comfort with new technologies.
- Experience in an entrepreneurial environment is highly desirable.
- Sales training and experience with solution, consultative, strategic and/or conceptual selling is necessary.
- Highly developed organizational, planning and management writing skills and oral communication skills and the ability to work effectively with others.
- Solid organizational, management, administrative and human relations skills in a style that exhibits maturity, leadership, sensitivity and teamwork.

About American Well

Have you ever wanted to talk to a doctor online rather than take time out of your day to set up an appointment or wait in the emergency room? Have you ever wished that a 10 minute checkup or follow-up didn't require you to set aside two hours from your day? We are a web startup based in Downtown Boston offering a software service that facilitates online conversations between healthcare providers and patients. Our product is used by several regional health plans and hospitals to allow consumers to receive quality care online and provide physicians with an additional means to stay in touch with their patients.