



Director, Practice Management

Company: MacuLogix, Inc. is a medical device company based in Middletown, PA. MacuLogix is the only company to equip eye care professionals with the instrument, tools and education needed to effectively diagnose and treat patients with AMD. By leveraging the science of dark adaptation through its AdaptDx, MacuLogix is working to eliminate preventable blindness caused by AMD, a chronic, progressive disease that impacts over 170 million people worldwide and goes undiagnosed in 25 percent of patients. Through its AdaptDx dark adaptation biomarker, MacuLogix enables eye care professionals to detect, monitor and treat AMD three years before it can be seen clinically.

Current Need: The Director will represent MacuLogix as a vital part of our mission to create AMD Centers of Excellence with our users. This Director is responsible for expanding and developing programs to connect with the medical community and will work directly with the practice management consultants ("PMCs") and with strategic accounts. The Director is responsible for building and maintaining direct relationships with strategic partners and stakeholders.

Specific Functions of the Job:

- Responsible for hiring, training, motivating and directing the activities of PMC's
- Coach, mentor, and develop the clinical and business acumen as well as AMD expertise of the PMC's
- Establish working relationships with account stakeholders and decision makers in large multi-site or strategic accounts with the objective of driving adoption of the AdaptDx, thus laying the groundwork for the introduction of a new generation of technologies and products
- Conduct business reviews with strategic accounts with the goal of advancing efforts to diagnose and treat AMD
- Conduct assessments of training needs and improve course objectives and design plan based on assessment results to improve customer adoption, integration and utilization.
- Cross functionally participate in the development and improvement of customer training tools and collateral, to include workflow, protocols, medical decision tree templates as well as a comprehensive integration guide, to support customers' implementation of the AdaptDx as well as future technologies
- Document all customer interactions in CRM in an accurate and timely manner
- Proactively communicate to MacuLogix Management feedback on current market conditions, market trends or changes that affect MacuLogix business
- Adhere to all MacuLogix Marketing and Sales Policies and directives

- The position reports directly to VP, Customer Experience

Minimum experience, abilities required:

- Proven ability to develop engaging and effective training curriculum to provide essential knowledge and enhance user adoption
- Excellent customer service and interpersonal skills
- Proficient in M Office and in producing Customer Based Training presentations
- Ability to understand complex technical or scientific information and effectively communicate it to other audiences as needed
- A forward-thinking, resourceful, and highly organized team player
- Able to multi-task and manage changing priorities
- Excellent oral and written communication skills
- Ability to work at all levels of customer organizations
- Ability to travel, including overnight and occasional weekends; the position requires about 85% travel
- A valid driver's license
- Knowledge of the ophthalmic diagnostic industry, or practical experience within an optometric or ophthalmic practice
- Experience in a self-directed environment

Preferred candidates will have:

- Desire to work in an exciting, evolving and fast paced environment
- Professional Demeanor
- Experience with ophthalmic/optometric medical device
- Demonstrated track record closing sales/accounts
- Extensive understanding and usage of computers and accompanying software (PowerPoint, MS Excel, MS Word, Outlook as well as CRM, Microsoft Dynamics)
- Bachelors of Science degree or higher
- A minimum of five years of experience in an ophthalmology or optometry clinic or in the ophthalmic diagnostic industry or comparable experience, 3 years of which have been in a supervisory position

Direct Supervision of the following Positions

- Current Positions: Currently 3 Practice Management Consultants and 1 open position
- Future Positions: TBD