

**Job Description for:**  
Program Manager, Reg-ent Registry  
Research and Quality  
*Exempt*

**Reporting Structure**

Program Manager, Reg-ent Registry reports to the Senior Manager, Reg-ent Registry.

---

**Qualifications**

---

- Bachelor's degree required.
- Experience in a professional association or related business required.
- At least 3 years of professional experience in customer care, business development/client account management and marketing.
- Expertise in data a plus along with general understanding of quality improvement in a business or healthcare setting.
- Excellent communication skills including oral, written and writing/editing required.
- Project management expertise required.
- Must be able to thrive in a fast-paced data driven environment.
- Some travel may be required.

**Key Responsibilities**

---

Effectively promote the Reg-ent registry and onboard new practices, including, but not limited to:

Business Development:

- Manage Reg-ent practice outreach including educational webinars on Reg-ent
- Assist the Senior Manager and Director in building a Reg-ent practice sales pipeline and facilitate engagement of new practices in Reg-ent.
- Monitor sales pipeline and prepare reports for the Senior Manager.

Practice Site Engagement and Management:

- Ensure all practice sites are moving successfully through each Reg-ent status phases with our vendor partner.
- Effectively lead and manage a set of VIP practice sites and work with Director, Senior Manager, and FIGmd to assure needs and issues are addressed and resolved.
- Assure that practice sites effectively engage with their registry dashboards and that clinicians are being contacted regularly to review the data on their dashboards.
- Serve as liaison to Reg-ent practices, manage the Reg-ent in box and respond to inquiries. Advise and guide Reg-ent practice sites.

- Assist Senior Manager, Reg-ent Registry with daily monitoring of Reg-ent registry and liaise effectively with Reg-ent vendor partner and Senior Manager, Reg-ent Registry to address issues as they arise.
- Assist the Senior Manager in management of customer data and practice site tracking.
- Assist the Senior Manager, Reg-ent Registry in liaising with Reg-ent registry vendor in practice onboarding and general practice site engagement.

#### Marketing:

- Serve as the primary point of contact for Reg-ent marketing and communications initiatives with the FIGmd Center of Excellence and internal marketing staff.
- Develop and manage the yearly marketing plan and site recruitment targets.
- Successful management and integration of the FIGmd Center of Excellence marketing team with Reg-ent and AAO-HNSF marketing staff to assure alignment of all promotional activities under the Reg-ent brand to build awareness and grow the Reg-ent practice base.
- Manage and develop content for the Reg-ent registry web site.
- Develop educational tools, programs, FAQs, and content for the Reg-ent web page
- Liaise with peers in quality performance measures on the topic of measures implementation questions from Reg-ent practice sites and on quality performance measures implementation content for the Reg-ent website.

#### **Specific Duties**

---

- Effectively communicate with Reg-ent practice sites, Senior Manager, Reg-ent Registry, Director and Senior Director, Research Quality.
- Assure Reg-ent strategic initiatives regarding practice sites and practice site recruitment are operationalized.
- Develop monthly pipeline reports.
- Provide practice information, trend reports and data as requested for board reports, executive leadership.
- Develop Reg-ent activities at the Annual Meeting & OTO EXPO, to include the Reg-ent Booth and related promotions and panel presentations in collaboration with the Senior Manager, Reg-ent registry and Communications/Meeting staff.
- Serve as staff liaison to various committees as assigned.
- Consistently demonstrate courteous, cooperative and helpful behavior to all contacts, internal and external.
- Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing.