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

Reporting Structure
Program Manager, Reg-ent Registry reports to the Director, Reg-ent Registry.

Qualifications

- Bachelor’s degree required.
- Experience in a medical specialty society or related business preferred.
- At least 3 years of professional experience in customer service, business development/client account management and marketing.
- Excellent communication skills including oral, written and writing/editing required. Data analysis background and proficiency with Excel, pivot tables and Tableau a plus.
- Project management expertise preferred.
- 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.

Practice Site Engagement and Management:
- Ensure all practice sites are moving successfully through each Reg-ent status phase with the Reg-ent vendor partner.
- Effectively lead and manage a set of VIP practice sites and work with Director, Senior Manager, and the Reg-ent vendor partner 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 through CMS regulatory reporting in collaboration with Reg-ent vendor partner.
• 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 Director in management of customer data and practice site tracking.
• Assist the Director, Reg-ent Registry in liaising with Reg-ent registry vendor in practice onboarding and general practice site engagement and management.

Marketing:
• Serve as the primary point of contact for Reg-ent marketing and communications initiatives with the Reg-ent vendor partner and internal marketing staff.
• Develop and manage the yearly marketing plan and site recruitment targets.
• Align all promotional activities under the Reg-ent brand to build awareness and grow the Reg-ent practice base.
• Develop and manage important member content for the Reg-ent registry web site, including educational tools, programs and FAQs.
• Coordinate with Senior Manager and peers in quality to address member inquiries from Reg-ent practice sites and on quality measures implementation content for the Reg-ent website.

Specific Duties
• Effectively communicate with Reg-ent practice sites and internal staff at all levels
• Serve as the regulatory reporting liaison for Reg-ent practice sites.
• Assure Reg-ent strategic initiatives regarding practice sites and practice site recruitment are operationalized including meeting annual public reporting goals.
• Develop monthly pipeline reports.
• Provide practice information, trend reports and data as requested for numerous audiences
• Develop Reg-ent activities for the Annual Meeting & OTO EXPO, to include the booth and related promotions.
• 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.