



Medtronic

Position Description:
Clinical Product Specialist, Critical Care
Career site: www.jobs.medtronic.com
Job ID: 1600056X

About Medtronic

The lifesaving work of medical professionals inspires us. Through partnerships with medical communities around the globe, we create advances in medical devices, supplies and pharmaceutical products to improve lives. From reducing surgery time to accelerating healing, our breakthrough solutions are a vital part of daily healthcare delivery. Through progressive thinking and cutting-edge technologies, Covidien is well positioned to lead the way in today's rapidly changing healthcare industry. This is the ideal opportunity to join us, and be part of our commitment to the health of others. Whatever your specialty or ambitions, you can make a difference at Medtronic – both in the lives of others and your career. Medtronic is a \$27.8b company with more than 85K employees in more than 160 countries.

Purpose Of Job:

As a Critical Care Clinical Product Specialist, you will enhance the selling process by serving as the clinical expert on Respiratory and Monitoring Solutions' (RMS) Ventilation and Airway portfolio for product use in the critical care environment. The Critical Care CPS position will serve the selling process by handling product evaluation demands, in-service requirements, clinical education requests, and will aid the sales force in the development of Key Opinion Leaders. The Critical Care CPS is actively involved pre- and post-sale to identify and foster elements, processes, and champions that result in successful product adoption.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

POSITION RESPONSIBILITIES:

- Manage regional accounts to drive utilization of all products within the local geography
- Lead pre-sale clinical evaluations and training to demonstrate the clinical value of RMS' Ventilation and Airway portfolio in the critical care environment to drive sales
- Lead post-sale activities, including implementation, product education, in-servicing, and ongoing support for ventilation and airway applications
- Create and develop presentations, education plans, and evaluation plans that reflect the needs of the customer
- Provide cross-territory and region clinical support for BIS, INVOS, Nellcor, and Oridion, as necessary
- Stimulate, support, and facilitate clinical champions in the development of institutional policies and processes
- Assist field sales team in driving successful selling strategies
- Educate, observe, and evaluate Sales Representatives in the field, as needed
- Apply product and clinical knowledge to troubleshoot and problem solve
- Provide support to key decision makers and clinicians throughout the assigned geography
- Effectively utilize and update sales tools to manage region and strategic business plans
- Organize and facilitate Key Opinion Leader events to develop product champions
- Act as a clinical resource to marketing, as needed, on current trends in healthcare
- Continually assess educational needs of Ventilation customer base related to product utilization and concepts of clinical application
- Delivery of CEU accredited programs to relevant customer areas within the hospital (including RNs)
- Identify subject areas, individuals, and opportunities for clinical research to further the body of evidence for our products. Engage Clinical Affairs to execute on those opportunities
- Attend National Medical Association and educational accreditation meetings to network with customers and clinicians
- Coordinate with product and market managers to develop and manage online continuing educational (CE) programs and other resources that support marketing strategic objectives. Examples include (but not limited to): Protocol development; Case studies development for customer education; Training checklists; ANCC and AARC accreditation and reporting requirements
- Manage administrative support personnel required to process and maintain continuing education attendance and certificate records, as well as tracking utilization trends
- Continually assess internal processes for delivery of online or web-based customer education and implement process improvements as needed
- Review marketing product sales materials as needed
- Participate in regional conference shows, as approved by RSM, and in customer meetings, as required, with and without local representation
- Timely completion of all special project and administrative duties

EDUCATION:

Education Requirements:	Bachelor's degree (B.A. or B.S.) from a four-year college or university In lieu of the degree requirement, at least 10 years of documented experience as a clinician within the acute care hospital environment. An equivalent mix of clinical and sales experience may be accepted, provided that education of hospital staff was a key component of the sales role.
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EXPERIENCE:

Experience Requirements:	<p>5+ years of clinical experience as a licensed clinician</p> <p>DESIRED QUALIFICATIONS:</p> <ul style="list-style-type: none">· 5+ years of experience as a Registered Respiratory Therapist <p>PREFERRED QUALIFICATIONS</p> <ul style="list-style-type: none">· ICU / Anesthesia experience preferred· 2+ years in team selling environment· Experience selling to the acute care hospital environment· Experience in education curriculum development and delivery· Experience with health care industry, either clinical education or sales· Sales experience, preferred· Demonstrated ability to work effectively in a complex, geographically-distributed organization with multiple value streams· Track record of building successful strategic business partnerships· Must be goal-directed, and results oriented, with internal motivation to achieve high-level results· Strong verbal and written communication; exceptional client interaction skills· Strong ability to create and deliver presentations, education plans, and evaluation plans that reflect the needs of the customer· Proven track record of success in delivery of concept education· Understanding of the markets in which RMS competes· Able to manage complex projects to completion· Clear understanding of conceptual sales process· Experience developing educational tools· Proficient in MS Office, including Word, PowerPoint, and Excel
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WORKING ENVIRONMENT/PHYSICAL ACTIVITIES:

The physical demands described within the Responsibilities section of this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.