



Community & Broker Engagement Manager

What Are We About

At Patina, we believe everyone should have the opportunity to live their best lives and age with dignity. That's why we're reinventing primary care with an approach that's purpose-built for older adults and their loved ones. Our innovative primary care model is centered around the needs of the individual, focused on the total aging and healthcare experience, and available in the convenience and comfort of home, through virtual and in-person visits. We enable our world-class team of clinicians and care team members with elegant, human-centered technology and tools, so they can spend more time doing what they do best: building trusted relationships and delivering great care.

Working at Patina is special. We respect each other, seek out and welcome others' perspectives, and push ourselves to grow and innovate so that we can deliver nothing short of exceptional experiences to those we serve. We balance humility with confidence, and we're looking for change-makers who bring the heart and audacity to help us **profoundly improve the healthcare and aging experience for older Americans.**

What Makes You Uniquely Suited to Work at Patina

To support our mission of profoundly improving the healthcare and aging experience for older adults, we need to find, develop and support the best people and organizational culture. Now that we have successfully launched in our first market (Philadelphia), we are focused on acquiring and serving Medicare Advantage patients (65+) and their loved ones, learning quickly so we can tune our clinical and operating model and effectively scale, and working as a team to deliver outcomes: delighted patients, improved quality and lower total cost of care.

We are seeking a **Community & Broker Engagement Manager**, who will be responsible for cultivating positive community & business partnerships and for generating new opportunities to serve older adults year-round within a defined geographic region. This leader will help define and shape local go-to-market strategy by cultivating strong broker and sales relationships, building provider and community partnerships, and directing community-based events designed to enhance audience understanding of Patina's value and enabling more people to benefit from our service.

This is a great career for someone who is highly organized, driven, relationship-oriented and motivated by our mission of profoundly improving the healthcare and aging experience for older

adults. The **Community & Broker Engagement Manager** will report to the Chief Marketing Officer and will work closely with them to shape, develop and execute a successful community-focused growth plan for the Philadelphia five-country region. This key leader also will be responsible for orchestrating a robust plan for continual testing and learning, and for tracking and reporting on program outcomes.

What You Get to Do

The **Community & Broker Engagement Manager** will work with the company to organize, implement and administer effective outreach programs or events with the Philadelphia older adult and broker communities. You will accomplish this by facilitating and coordinating a robust community engagement strategy, with a focus on building relationships with local community partners and brokers. Working closely with Patina teammates and agencies in the overall coordination of services and opportunities to ensure cohesiveness in Patina's mission and values.

- Assess the local market landscape and develop a strategic plan outlining priority partnerships, activities and events to support growth of the business and successful new patient acquisition
- Lead execution of the plan and be accountable for achieving growth goals; identify and secure additional resources as needed for successful execution (both internal & external resources)
- Serve as an ambassador in the local community, building and nurturing relationships with brokers, provider groups, community-based organizations, go-to-market partners, and older adults
- Design and lead educational sessions about the Patina care model with a range of stakeholders to help drive new patient acquisition
- Maintain a strong relationship with the Patina Care Team and especially leadership of the Health Champion role
- Work with Care Team to coach and guide go-to-market partners -- e.g. Inside Sales -- to ensure that all touchpoints with Patina are consistent with our ethos and approach to building trusted relationships
- Create, document and maintain policies & procedures for the company's Community Engagement roles as we expand within our first market and into new markets
- Remain up to date with all compliance regulations and ensure that all activities are in accordance with Patina standards
- Stay up-to-date on the Medicare Advantage value-based care sector and key trends; regularly share learnings and recommendations
- Support the development and execution of a community-based social impact program on behalf of Patina

What is Required

- Bachelor's degree in Business, Marketing or related field
- 5-7 years of progressively responsible leadership experience in community/provider relationship development, preferably in a health care setting.
- Strategic thinker with strong relationship-development, organizational and analytical skills
- Expertise in the local healthcare market, with specific knowledge of the value-based Medicare Advantage space and the needs of people 65+
- Experience in managing complex, multi-level stakeholder relationships and for tracking progress against desired outcomes.
- Understanding of the broker community and their role in influencing PCP decisions among Medicare Advantage plan members
- Demonstrated track record of building positive, trust-based relationships with local provider and community organizations as well as consumers (older adults & their families and loved ones)
- Ability to effectively plan, organize and execute local lead-generation events
- Excellent presentation and influence skills to help engage a variety of stakeholders in learning more about Patina and driving patient leads
- Experience in project management and an ability to use G-Suite as well as tools such as Smartsheet, Confluence, and Miro to organize key work activities/milestones and report on progress.
- Team player with a positive attitude and a passion for our mission and our shared work as an organization
- Embodiment of our organization's person-centric values
- Demonstrated ability to effectively organize and coordinate multiple priorities as both a strategic and individual contributor
- High-energy, self-motivated individual with strong negotiation skills
- Skilled decision-maker with high personal integrity
- Demonstrated proficiency in working effectively with clinical/care teams and managing complex, matrixed challenges

What Would be Great to Have

- Existing relationships with the broker community, as well as community-based organizations serving people 65 and older in the Philadelphia five-county region

What Patina Offers

- Amazing, mission-based culture, with a highly talented team of less than 50
- Remote work
- Medical, Dental, & Vision insurance
- Competitive PTO
- Compensation in cash and equity in a start-up backed by top-tier VCs
- An environment where you can learn, grow your skills, achieve financial wellness, and change the world

Patina is an equal opportunity employer and values diversity. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

For more information, please contact Talent at talent@patinahealth.com