Product Manager, Patient and Caregiver

The upshot: this is a truly unique opportunity to reimagine primary care for older adults, through the creation of purpose-built technology solutions that transform the experience of patients staying connected with their care team. At Patina, you’ll collaborate alongside a highly talented, dynamic team to solve challenging problems, drive adoption at scale, and grow the business.

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 families. Our care model is centered around the needs of the individual, and available right where they live, with comprehensive and convenient in-person and virtual care options. We provide older adults and their trusted support network with elegant, human-centered technology and tools, so they can build trusted relationships with their personal Patina care team and get the care and aging experience they deserve.

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 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

You are inspired by the vision of tech-enabled healthcare and are dissatisfied with the current state of digital health. You believe that innovation and technology can bring out the best in us as teams and can transform healthcare to be sustainable, effective, and more empathic in how it serves patients.

You are a student of many games - product discovery, agile software development, user experience design, SaaS, go to market, and data analysis. You are known for building products that delight others and making the complicated simple. You have experience or a strong desire to be in a start-up environment, working across diverse skill sets and teams and adapting to rapid discovery in a scrappy, art-of-the-possible way.

What you Get to Do:
Reporting to the Head of Product, this role is focused on creating a fundamentally improved healthcare and aging experience for older adults and their caregivers through a hybrid virtual and in-person care model. To do this, you will deliver purpose-build technology product solutions, as well as help design over-arching experiences, comprising marketing, care delivery, and technology. You will help drive a strategy, set of product processes, and teammates through rapid experimentation and learning as we transform the journey for older adults and build a wildly successful and scalable business.

Key Responsibilities

- **Product Discovery**
  - Conduct discovery alongside users and representative stakeholders to discover unmet needs, solutions, and de-risk execution.
  - Develop wireframes, prototypes and journey maps and other artifacts to communicate the needs of users to the team and stakeholders.
  - Collaborate with design and engineering at the outset of discovery to create differentiated solutions that leverage cutting-edge technology.
  - Develop measurement strategies to evaluate success and drive rapid iteration cycles.
  - Run alpha/beta cycles and incorporate feedback into the ongoing product development cycle.

- **Product Development**
  - Author user stories, capturing business rationale, requirements, and success criteria defined by measurable outcomes.
  - Working with research and design, test potential solution usability through wireframes, user observation, and prototyping.
  - Participate in stand-ups, demos, retros and other agile ceremonies.
  - Work to unblock the team, manage scope and escalate issues early.
  - Define user experience and integration between purchased tools/platforms and internally developed products.

- **Go To Market**
  - Partner with marketing, members of the clinical team and other cross-functional roles to plan, communicate and execute releases.
  - Train internal and external users on new functionality and workflows.
  - Author release notes and other documentation as needed.

- **Planning and Roadmapping**
  - Help drive the strategy for your area in line with company objectives.
  - Anticipate, sharpen and communicate tradeoffs to stakeholders and facilitate decision making, preferably with data.
  - Develop and update various roadmaps and release plans to create transparency with stakeholders and execution teams.

- **Measurement**
  - Lead the definition of quantitative success metrics of products and features including customer outcomes, utilization, and satisfaction.
Ensure that products are instrumented to capture the right data to support measurement.

**What is Required:**

- A Bachelor’s Degree or 10 years of relevant experience in lieu of degree
- Minimum of 5 years of product management experience in technology, technology-enabled services industry, or a SaaS product preferably in healthcare or direct to consumer environment.
- Fluency with product and analytics tools (e.g. Jira, Pendo, Google Analytics, etc).
- Strategic thinker with excellent problem-solving skills.
- Experience with and understanding of the software development lifecycle and software development methodologies.
- Experience with Agile / Scrum.
- Experience conducting product discovery, setting up learning pathways, user/persona research and tests to inform product investments.
- Experience integrating prepackaged software tools as a part of the overall solution and contributing to build/buy decisions.
- Excellent organizational and communication skills with an emphasis on problem-solving and building subject matter expertise.
- Is a self-starter, and has the ability to adapt to the changing priorities and deadlines inherent in a startup environment.

**What Would be Great to Have:**

- Experience with the Medicare population, or analogous experience delivering value to a consumer-facing user population.
- Experience with value-based care concepts and advanced payment models such as Medicare Advantage, MSSP, MIPS, etc.
- Location - can be remote, ideally in mid-Atlantic geography. Some travel will be required to HQ or with operating staff, likely < 10%.

**What are the Advantages:**

- 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, 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