

Job title	Chief Commercial Officer
Reports to	CEO
Primary location	London

## Chief Commercial Officer (London)

### About Health Navigator

*“Next generation healthcare companies will compete on measurable patient and system outcomes and the winners will likely be those who outperform the combination of technology and service delivery. At Health Navigator, we bring together the best available medical, managerial and technical skills resulting in new patient-centric interventions delivered by outcome-based business models and contracts.”*

Joachim Werr, MD, PhD, Founder of Health Navigator

Health Navigator is a next generation healthcare company, combining advanced big-data analytics, AI prediction and patient facing services for improved outcomes for high-risk/high cost patient groups. We focus on the 1% of the population who account for 35%-40% of NHS total resources spent. We are currently working with a number of CCGs and Hospital Trusts from the NHS and also engaged in one of the largest scientific trials in this area in the UK. Our head office is in London and we have operations in different locations across the UK. We started in 2016 and have grown to some 30 employees, growing revenue by some 250% in the last 12 months.

We have won multiple awards and nominations including:

- One of the companies selected for the Digital Health London Accelerator Program 2018-19.
- “Highly Commended” in final at Celebration of Innovation Awards 2018, West Midlands Academic Health Science Network.
- Winner of the Self Management category in the Mediplex Innovation Awards and showcase for 2017
- Nominated as a finalist in the HSJ Value in Healthcare Awards 2017.

One of our key services is Proactive Health Coaching (PHC) – an AI-powered patient prediction and nurse-led intervention that helps people manage their health through evidence-based support and coaching, thereby preventing 30-50% of unplanned care. To date, Health Navigator have helped improve lives for more than 30,000 patients and have worked alongside them towards better health and improved quality of life.



### What’s the purpose of this role?

Based in London, the Chief Commercial Officer (CCO) has responsibility for leading our commercial expansion across the NHS. A member of the senior management team, the CCO will work closely with the CEO, Advisory Board, colleagues and key partners to develop our commercial strategy across commissioning, acute and, increasingly, primary environments. The CCO will bring a seasoned network of relationships and ideally existing accounts to the business, approaching our commercial development creatively, building on our existing client network and expanding into unexplored areas of growth across the ecosystem. With an ability to adapt engagement across a very varied range of stakeholders and organization types, key for the role will be to transform our approach to sales, the way we communicate success, how we engage with the marketplace and how we further develop our strategic partnerships portfolio.

The business has close links to major international players, NHS England and the Department of Health that the role holder would be asked to broaden. The gradual diversification of our services to related NHS markets and eventual growth of a small but effective national business development team are in scope.

## Your key responsibilities

Some of the main responsibilities of the Chief Commercial Officer include but are not limited to:

- Provide professional leadership for all commercial operations, from existing account development to new account generation and contracts
- Within the next 24-36 months, drive the business from 9 CCG clients to +30 CCG and Trusts. From 1,500 patients served to several thousand. From a team of 30 employees to an organisation of +50, with a robust portfolio of partnerships
- Further invest in our partnerships with the NHS, public bodies, businesses and occasionally academia, sharing our values and ambitions in the sector
- Design and deliver short, mid and long-term commercial strategy for our Urgent and Emergency client pipeline, nurturing relationships with key stakeholders across CCGs, STPs and ICSs
- Identify, define and nurture opportunities for growth in new NHS market environments, including primary care, leading on service development and client-facing cocreation
- Work closely with our operations team, our network of health-coach teams and the Chief Nursing Officer to understand existing client needs and opportunities for growth beyond what we are currently offering
- Support the aspirations of the business to partake in national accelerator programmes and advise the CEO on matters of commercial communication, negotiation and stakeholder management
- Lead the transformation of our CRM, commercial collateral and commercial processes
- Further develop our presence at national conferences, the press and social media

## Your Professional Experience

### Essential

- Record of leading growth in entrepreneurial service-, tech- or consultancy business within the healthcare sector
- Record of business development and sales of complex, custom, ideally tech-supported services into the NHS, with an ability to present and discuss complex operational, clinical, commercial and financial subjects supported by evidence and data
- Record of sales into CCGs, STPs/ICSs and/or Trusts with an understanding of NHS communication and relationship management complexities
- Ability to combine commercial strategic planning and “out of the box” commercial thinking, with hands-on growth operations
- Seasoned negotiator, proposal and bid writer, capable of communicating value and win-win propositions efficiently
- Can-do attitude, with ability to create strong relationships, inspire trust and kudos across stakeholders
- Excellent writing and verbal communication skills

### Desirable

- An understanding and track record of sales in NHS Urgent and Emergency landscape is highly desirable
- Understanding of business development and commercial operations in a rapidly growing entrepreneurial environment
- Growing and managing a business development team, ideally with experience in dispersed / regional commercial operations
- Win-win partnership-builder, including non-commercial entities

- Medical / biomedical or scientific understanding, supporting evidence-driven discussions and the commercial communication of our growing evidence base to varied, often lay, audiences
- Interest and/or experience in IT, digital health, machine learning and innovative services in a relatively slow moving, conservative healthcare system
- Commercial collateral development, social media campaign management and public speaking

### Personal Strengths

- Results driven, entrepreneurial team player, adhering to the highest ethical standards and passionate about improving patients' lives
- Highly analytical, interested in technique, IT, machine learning and systematic in your approach
- Understanding and acting on the IQ- and EQ-aspects of launching new innovative services within a relatively slow moving, conservative healthcare system
- Networker and collaborator, understanding that success is built on partnerships and friendly strategies focused on primarily achieving patient and system impact

**Salary: Competitive base plus excellent commission structure, negotiable, depending on experience**

### Are you up for the challenge?

If you have any questions or would like to discuss the role more, please contact CEO Joachim Werr on [joachim.werr@health-navigator.co.uk](mailto:joachim.werr@health-navigator.co.uk). We are looking forward to hearing from you!

*Note: due to the high volume of applications, we will only respond to candidates who have been shortlisted.*