

Position Title: Senior Medical Education Program Manager

Report To: Director of Medical Education

Department: Marketing

Date: March 2022

PURPOSE OF JOB: The Senior Medical Education Program Manager will drive external education and awareness of Aerin Medical's products in the otolaryngology (Ear, Nose & Throat) space as well as internal sales education. This role will primarily be responsible for driving and implementing Aerin's Healthcare Professional (HCP) education strategy and tactical plan to support the company's objectives, driving appropriate adoption and utilization of Aerin Medical's products. Additionally, this role will support the continuing refinement of the company's sales training and development program. The position will report to the Director of Medical Education.

MAJOR DUTIES AND RESPONSIBILITIES:

- Collaborate with Physician Advisors, Faculty, and Speakers to develop educational content and as a result provide meaningful and impactful learning opportunities that meet HCP needs. Assist and assemble presentation and educational materials in support of physician and customer programs for medical education.
- Work with the Director of Medical Education to develop medical education initiatives from strategic concept through implementation, execution, design, deployment, and ongoing assessment of impact.
- Provide an excellent learning experience from virtual and in-person educational programs that trigger practice change to optimize patient care.
- Develop and leverage a deep understanding of the ENT space, the conditions that Aerin's products address, Aerin's product attributes and positioning/messaging, and clinical data.
- Collaborate cross-functionally on a regular basis, along with the Director of Medical Education. For example, with Marketing colleagues to align on messaging and HCP education component of launches, Clinical to incorporate the latest clinical data, Sales for logistical implementation of educational solutions, and Regulatory/Compliance to ensure the highest ethical standards.
- Provide in-person support for Medical Education Programs as and when required. There will be local as well as occasional out-of-state travel over weekends.
- Utilize excellent planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management.
- Support Director of Medical Education in managing Aerin Medical Speaker's Bureau, including appropriate selection and training of HCP speakers, ensuring relevant and interesting medical education programming, and reporting on utilization.
- Manage programming and coordination of peer-to-peer educational events, such as webinars, regional and national educational meetings ("Physician Summits")
- Manage consultants and vendors as needed to coordinate and achieve planned deliverables on schedule.
- Regularly survey and collaborate with sales team, internal marketing team, advisors, patients, and physician customers to refine existing programs and uncover new HCP educational opportunities.

- Work with the Director of Medical Education to create a comprehensive onboarding and continuing education sales training plan for new hires, Area Sales Managers, Field Sales Trainers, and Regional Sales Directors.

EDUCATION

- Bachelor's degree Required. MBA or related post-graduate degree strongly preferred.

REQUIREMENTS:

- 4+ years of related commercial experience in the healthcare or medical technology industry, with at least 2 of those years working directly on medical education initiatives
- Strong interpersonal skills, superb oral and written communication skills; confidence in presenting to a large group of clinicians or an executive team
- Proven success and track record contributing to top line growth
- Proven track record of successful cross-functional collaboration with senior management, Sales, and key operational groups
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Proven ability to successfully manage and prioritize multiple projects in a fast-paced environment with a sense of urgency
- Strong organizational, analytical and business skills, including capacity to manage budgets, expenses and complex marketing plans
- Highest level of personal and professional integrity
- Ability to travel up to 30% (as conditions allow), including attendance at medical education programs, conferences, national sales meeting, sales rep field visits and customer meetings.