

About Wildflower Health

Wildflower Health produces mobile health programs that help families better connect to healthcare and help healthcare enterprises influence and support healthy consumer behaviors across a lifetime of health decisions. The company’s mobile applications target women and their families to drive prevention, risk identification and connections to care right on the smartphone. The company’s products support families during every life stage, from preconception and pregnancy, through pediatrics and adult health, supporting common episodes of care over time. Wildflower Health’s software is highly configurable for health enterprise clients to reflect their health services and benefits, creating a highly personalized experience for application users. The company’s applications are offered to consumers worldwide by leading health plans, hospitals and health systems, and employers.

About the Role

The Client Success Director - Payor (CSD) will “own the number” and have primary accountability for the retention, revenue target and overall success of a defined set of Wildflower’s most important accounts. The role will involve all elements of strategic account management including client relationship development, account planning, outcome / KPI development and management, retention, and account value maximization. Furthermore, the CSD will be accountable for the growth and annual revenue targets defined by the VP of Client Growth & Success including managing all product upsells included in targets.

The CSD will be a key leader within the Client Success team and will work very closely with the VP of Client Growth & Success and with the other teams within the Client Growth & Success organization. As a senior member of the Client Success team, the CSD will be responsible for collaborating with the VP of Client Growth & Success on developing the tools and processes to build and enable a best-in-class Client Success team. Client Success team members will collaborate across the Payor and Provider business segments to share tools and best practices, and within their respective business segment sub-team to share domain expertise and to execute on Wildflower’s business strategy for each key segment.

The CSD will partner with the Sales lead on his/her assigned accounts, at the appropriate time and points in the initial new client sales process and ongoing, to support market extension sales activities. Furthermore, the CSD will partner with the Client Delivery Manager on his/her accounts for the initial implementation and ongoing upgrades and future implementations. Lastly, the CSD will collaborate with the User Growth Marketing team on developing user marketing and enrollment strategies to support user-based financial targets and client and Wildflower Health user goals for her/her assigned accounts.

Key Responsibilities

- Financial Management:
 - Manage all activities associated with ensuring financial targets for assigned accounts are met. Such activities include but are not limited to:
 - Identifying revenue maximization opportunities for assigned accounts and developing and executing on enabling strategies
 - Developing and collaborating on user enrollment strategies for accounts with enrollment-based revenue
 - Partnering with Wildflower Health’s Controller on billing and invoice collection

- Execute against product upsell opportunities defined for associated accounts and identify and cultivate new opportunities
- Support Sales lead on associated accounts with market extension sales activities
- Operational Management:
 - Externally:
 - Partner with assigned clients to develop KPIs and targets and track and manage to them – holding both the client and Wildflower Health accountable to them; identify any new client reporting needs essential to account success
 - Partner with assigned clients to develop ROI stories and case studies
 - Internally:
 - Provide leadership within the Client Growth & Success organization at large, and specifically the Client Success team; such activities will include but are not limited to:
 - Cultivating strategic account management best practices
 - Defining governance and processes for the Sales & Client Success and Client Success & Client Delivery collaborations
 - Building the tools and processes to enable success of the team including dashboards, knowledge sharing etc.
 - Mentoring the Client Success Managers
 - As appropriate, hire and manage team members to either manage accounts or specific activities that drive customer success for assigned accounts
 - E.g., hiring and managing Employer Liaisons
 - Develop and manage account plans for assigned accounts with detailed stakeholder maps, financial and operational KPIs, client targets, Wildflower Health targets, and plans to execute
 - Define and manage to the client and Wildflower Health user enrollment targets for assigned accounts
 - Develop and execute on a user growth strategy, in collaboration with the User Growth Marketing team members
 - Manage all contracts for assigned accounts including the contracting process for product upsells for assigned accounts
 - Collaborate with Wildflower Health Corporate Marketing to publish case studies
- Payor Business Segment Strategy Development
 - Play a leadership role in the Payor business segment team, building and executing on Wildflower Health’s multi-tier provider model
 - In collaboration with the Payor Sales team, own the iteration of Wildflower Health’s Payor value prop
 - Collaborate with the Provider business segment team in the development of a Payor-Provider business model

Ideal Candidate

- Experience being directly accountable for clients’ financial targets and overall success – including upselling new products – in particular for high profile, multi-million dollar accounts



Client Success Director – Payor

- Experience in strategic account management for health plans / hospitals and health systems, in particular for high profile, multi-million dollar accounts
- Deep domain expertise in healthcare, and payors (Medicaid and Commercial health plans and employers) specifically
- Strong negotiation skills and presence
- Strong verbal, written communication and presentation skills
- Comfort with iterative, trial and error efforts and a willingness to be fluid and flexible in the role to meet evolving business objectives and to incorporate learnings
- Accountable, proactive and thoughtful with high attention to detail and strong strategic problem solving capability
- Alignment with key Wildflower Health values including teamwork, transparency and collaboration
- Willingness / ability to travel