



Wildflower Health

Wildflower connects women and families to better care by breaking down silos among providers, payers, and best-in-class partners. We deliver personalized education and calls-to-action that simplify the healthcare journey for families with a combination of human touch and digital tools that fuel the transition from fee-for-service to value-based care models.

Empowering women. Collapsing silos. Rewarding value. This is a smarter way to care. www.wildflowerhealth.com.

Wildflower Health provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Applicants must be authorized to work lawfully in the United States. Wildflower Health is not able to sponsor applicants for work visas.

About the Role

As a Patient Journey Designer with Wildflower Health, you'll work with the Journeys team to research, plan, and continually improve the patient digital app experience for users. This will include conducting clinical research of indications, coordinating, and implementing a decision-making process for determining the best patient experience to address these indications. You'll also map the patient digital experience, plotting their daily and weekly digital touches to meet specific health and engagement objectives. Along the way, you'll work closely with the Product team to document requirement needs, as well as the Editorial team to coordinate content creation. You may have previous content development or design experience, though this role will be primarily about research, planning escalations and interventions, documenting decisions for product requirement building, and experience mapping.

Key Responsibilities

- Research clinical indications and ways in which digital health can improve health outcomes, health economic outcomes, provider satisfaction and clinical practice efficiency, and other criteria as necessary.
- Develop and analyze digital approaches to achieve improved outcomes.
- Map detailed app experience for a variety of user types, including content promotions, timing of notifications, tool usage, and trackers.
- Support requirements building process with research and analysis.
- Communicate across teams to include stakeholder considerations in analysis and support implementation of journey design.

- Be accountable for clinical success, including monitoring data, identifying drivers, and making changes to further improve outcomes.
- Communicate and collaborate with consulting clinicians on clinical reviews and special projects.
- Stay up-to-date and aware of clinical and wellness topics related to pregnancy, postpartum, women's health and parenting, health equity, and other topics as our roadmap continues to develop.

Ideal Candidate

- Masters of Public Health or similar health or clinical education and/or experience (for example, health educator or medical communications experience)
- 5-7 years of experience in digital apps, preferably at least 3 years in digital health
- Ability to read and research clinical guidelines and maintain adherence to pre-approved top-tier organizations (ACOG, CDC, AAP)
- Knowledge and ability to follow best practices for health literacy and accessibility of information
- Self-motivated to deliver an empathetic and inclusive experience. This includes aligning with Wildflower Health's DEI statement in both working environment and work product
- Willingness to manage multiple projects, as well as flexibility to shift priorities as needed
- Ability to work across teams, including Product and Commercial teams
- Experience working with clinicians
- Ability to learn content and application systems as they continually evolve with development

Location

This is a remote position.

How to Apply

To be considered, please email your resume, cover letter, and salary requirements to jobs@wildflowerhealth.com.