



## **Outcomes Director Wildflower Health**

### **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 support 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 applications are offered to consumers worldwide by leading health plans, hospitals and health systems, and employers.

### **About the Role**

The Outcomes Director is a key member of our Strategy team. This individual is responsible for partnering with our clients on clinical outcomes research; finding insights in our user data; and ensuring that key stakeholders understand the positive impacts of Wildflower's solution on the health of families.

The Outcomes Director will report to our VP of Strategy & Market Development. This individual will work closely with other members of our Client Growth and Success organization and Marketing teams. This is a fantastic opportunity for an action-oriented individual who enjoys working in a start-up environment, is passionate about translating data into health outcomes, and making life a little easier for as many families as possible.

### **Key Responsibilities**

- Partner with our clients and client success teams to generate robust outcomes research. Areas of focus include: health improvement, cost reduction, user self-efficacy, use of client resources, patient acquisition, patient loyalty, employee engagement, and productivity.
- Collaborate with our data analytics and product teams to validate hypotheses, uncover insights, and showcase results based on user-generated data.
- Manage the vetting and publication of peer-reviewed outcomes research.

- Use all available marketing channels to share Wildflower's results with key stakeholders.
- Develop ROI models for clients and sales teams.
- Work closely with the product team to develop KPIs and instrument new products, in order to generate outcomes data quickly.

## **Ideal Candidate**

The ideal candidate has an exceptional track record of working with healthcare data and stakeholders to identify and validate outcomes. We are looking for individuals with the following characteristics:

- Passionate about supporting products and programs that improve women's and family health outcomes.
- Highly motivated self-starter with an entrepreneurial spirit.
- Intelligent and articulate, skilled at presenting ideas and concepts in words, data, and graphics.
- Skilled at translating data into stories for leaders of health system service lines, HR, and health plan.
- Proven skills in leadership, relationship development, collaboration and team building.
- Strong organizational skills, including the ability to manage multiple tasks at once, respond to tight timelines, pay attention to detail, and operate effectively in a fast-paced environment.
- Minimum of five years of health system or health plan experience or comparable, including a strong understanding of medical record data, health outcomes, and healthcare payment infrastructure.
- BS / BA required; advanced degree preferred. A clinical degree and clinical practice experience is optimal.
- Willing to travel up to 25%, if not living in the SF Bay Area