

Title: Circana Network-Marketing Development Consultant

Blue Cross and Blue Shield of Florida

City Miami

State FL

Type Full Time

The position leads the development of the Circana network and builds ongoing strategic relationships with the Circana business partners in the U.S. and internationally.

Job duties include but are not limited to the following:

Develop and execute a Circana network strategy to meet strategic and financial objectives. Key activities include, but are not limited to:

- Developing and applying selection criteria to identify facilities in the U.S. and internationally that meet the medical and cultural needs of Circana's customer targets.
- Negotiating and writing contracts with hospitals, providers, specialists, pharmacies, ancillary, translation and other service providers. Where appropriate, negotiate single case agreements.

- Coordinating with BCBSF Delivery System on Florida network development.

- Continuously assessing the system gaps and creating a strategy to fill the business needs based on changes to the targeted customers.

Build and manage strategic relationships in a way to attain desired benefits to both parties. Key activities include, but are not limited to:

- Identifying and evaluating potential alliance opportunities and selection of alliance partners for business development.

- Continuously monitoring the results of the alliance and recommending or making improvements as needed.

- Market Circana Inbound Medical Tourism Program within targeted facilities and specialists, medical associations and conferences in international markets.

- Managing relationships with facilities and other providers to help meet product quality, delivery and profitability requirements. Identify and resolve performance and relationship problems.

- Maintaining effective relationship with BCBSF Delivery System.

- Working with Circana nurse case managers in resolving unplanned patient issues with facilities and other providers.

Work closely with facilities and providers to ensure understanding of the Circana business model. Key activities include, but are not limited to:

- Communicating and working through the business model and processes.

- Engaging provider and gaining commitment to Inbound Medical Tourism integration, authorization, and continuity of care requirements.

-Engaging providers and gaining commitment to expanded inbound medical programs for international patients.

Ensure integration processes between business partners and Circana are effective. Key activities include, but are not limited to:

- Using strategic alliance best practices to maximize relationships with Circana facilities, physicians and other supporting providers.
- Working closely with business partners to communicate new business processes and ensure integration with Circana nurses.
- Refining integration business processes as needed.
- Ensuring process improvements are reflected in all documentation.
- Ensuring contracts are accurately loaded in the systems.
- Performs other duties, as the supervisor may, from time to time, deem necessary

Job Requirements:

- Bachelors Degree.
- Available to travel up to 50% of time within USA and International.
- Minimum 8+ years experience setting up networks of hospitals and providers.
- Possess strong relationship management skills and ability to develop new business contacts and alliances.
- Possess strategic alliance skills to create the optimal integration between Circana and its business partners.
- Experience in international health and medical care; understands international health care market.
- Multicultural - demonstrated ability to function effectively in different cultures.
- Exceptional communication skills both oral and written; good presentation skills for both internal and external audiences; public speaking
- Multilingual - fluent in English/Spanish; English/ French or English/Portuguese

Business Specific Criteria (preferred skills):

- Experience with international medical tourism.
- Masters Degree

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For consideration, please visit our website at www.bcbsfl.com and click on the Careers link at the bottom of the page. Click on Search Career Opportunities and follow these important steps:

1. Log-in if you have an existing profile on the BCBSFL website. Otherwise, you will need to create a profile by following the steps provided on the site.
2. Search for the position by typing in the requisition ID: M1054DEC10 in the keyword search field.
3. Click on the Apply to this Job link.

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