

**Technical Healthcare Solution Consultant for global Medical Communication Agency  
Millburn, New Jersey, USA.**

Atlantis Healthcare is a progressive global healthcare company that delivers effective and scalable person-centric solutions that optimise healthcare outcomes and experience and we are delighted to offer this newly created role.

**Role Summary**

This represents a great opportunity for a collaborative, talented and highly engaging health tech consultant to work closely with the friendly local team to make a major impact in the local market and enjoy the support from a Global Technology (GT) team. This position requires deep knowledge of current and evolving digital and innovative solutions and experience with data driven solutions and analytics, particularly within healthcare.

The role supports our business development function and current clients to ensure existing and new digital solutions are appropriately showcased in terms of both benefits and compliance elements.

Key Result Area 1

**Support the Client Services Team at the Client Interface as technical solutions expert**

- Recommend technical / digital elements to the Client Services team (including Health Psychology) as part of the crafting of omnichannel experiences for patients and physicians
- In collaboration with Client Service colleagues, understand digital and technical requirements relevant for desired channel behaviors
- Serve as the subject matter expert on technical matters and digital trends
- Provide sound business justification for investment in digital / technical elements / interventions (based on market trends, audience insights, past campaign data and past experience)
- Provide thought leadership around digital channel experience and strategy in a collaborative, cross-functional environment
- Develop best practices in content strategy, experience design, and CRM/cross-channel program design
- Develop impactful and highly professional presentations to communicate strategies and recommendations to internal and external teams and clients showcasing the value the digital / technical elements can deliver
- Collaborate with Client Service, Creative team and GT colleagues to develop project briefs that incorporate innovative solutions to enhance the customer experience
- Liaise with agency teams to ensure successful early stage project development and handoff
- Develop campaign briefs that outline how new initiatives and content will be experienced
- Contribute technical expertise and recommendations to mitigate risk of digital / technical elements relating to current and emerging solutions relating to quality, privacy, data security, core platform (e.g. OnTrack Interact (OTI)), hosting, etc.
- Provide technical content and platform / apps / chatbot / AI /advanced analytics demonstrations and presentations for client pitches and other supporting meetings / documents
- Educate, answer queries, provide guidance on technical feasibility and identify opportunities within potential and current client projects

Key Result Area 2

**Support GT in the creation of solutions that are relevant to client and market needs**

- Liaise with technical staff within client organizations to capture, refine and convey requirements to the GT Team

- Consult with clients to consolidate needs and refine required capabilities of potential digital solutions
- Work with the Client Services team to identify potential client organizations who may benefit from emerging solutions
- Ensure digital solution are optimized – act as a conduit for any post implementation refinement with clients and the GT Team
- Provide formal input into solution requirements and liaise between Group Technology and clients
- Demonstrate technical feasibility through user experience (UX) mock-ups, proofs of concept and pilot/beta tests programs

### Key Result Area 3

#### **Assist in the development and closure of sales opportunities to increase market win-rate and revenue**

- Assist in the preparation of sales presentations and responses to expression of interest (EOI), Request for Information (RFI), Request for Proposal (RFP), tender and Statement of Work (SOW) documents
- In conjunction with GT, maintain a demonstration system that can be used at short notice to present to clients and potential clients
- Provide expert input into pricing and project timeline responses as part of sales and client services engagements

### Key Result Area 4

#### **Quality and Compliance**

- Adheres to all Health and Safety Policies and Procedures in the Workplace
- Adheres to all other workplace policies and procedures
- Will escalate any business risk as determined by policies and procedures
- Will fully adhere and contribute to compliance, governance and quality improvements in the workplace as defined by the QMS
- Will complete and pass all mandatory and required training by due date
- Facilitates education and adherence to all IT , Data Protection and Document security policies within the local market

#### **Qualifications and Experience Required**

- BA/BS Degree (a graduate degree in relevant area is a plus)
- Additional experience or training in Experience or Behaviour Design
- 2-3 years strategy, digital consulting, media and/or planning experience OR completion of a Masters Program with business/marketing focus
- Proven digital business development capability
- Understanding of different software development stacks and development methodologies

#### **IT Software and Platform Expertise**

##### Required

- Proficiency with one or more CRM systems, ideally in the health communication or healthcare integration sector
- Experience with HTML/CSS and content management systems (CMS)
- Proficiency with data visualisation tools (Tableau, Power BI or similar)
- Familiarity with advanced data analysis concepts, including AI / Machine Learning
- Experience in agile software development
- Familiarity with Cyber Security concepts and solutions

### Desired

- Hands-on software development or solution architecture experience
- Solid understanding of advanced data analytics concepts, with experience in one or more AI / Machine Learning tools and platforms, such as AWS SageMaker, Azure Machine Learning or TensorFlow
- UX experience and strategy

### **Capabilities**

- Customer and patient centricity
- Planning and organization skills, and the ability to work independently at times
- Strong analytical and critical thinking skills - Strategic / “big picture” thinker
- Excellent verbal and written communication skills
- Initiative and adaptability
- Established sales and technical pre-sales ability
- Affinity with digital technology and the ability to explain complex technical concepts to non-technical audiences in a clear, non-technical way
- Ability to problem-solve and work within a team environment
- Exceptional writing, communication and presentation skills
- Proven ability to successfully work with and guide senior-level clients and internal Agency teams and digital solution partners
- Strong working knowledge of digital marketing tactics, including web development, email, social media, and mobile.
- Strong familiarity, understanding and ability to educate others in emerging digital trends and technologies
- Highly self-motivated and self-driven, enthusiastic about the digital space and multi-channel marketing
- Resilient and able to cope with changing priorities
- A strong understanding of solution architecture concepts, cloud concepts and web and app development
- Ability to prepare and present data visualisation examples, such as patient data analytics
- Strong understanding of data integration techniques and technologies

You must have the right to work in the USA.

Please read our HR Data Privacy statement on our Careers section of our website.