



Job Description

Fill in The Blanks Below

Position Title: Clinical Specialist

FLSA Classification: Exempt

Reports To: VP of Sales

Location: Nationally

Last Reviewed: 02-2011

Position Summary (A broad statement that captures the essence and overall purpose, 2-4 sentences.)

Serve as the primary clinical liaison to customers providing clinical and technical support of LifeSync's products. Provides training, in-service support and clinical assistance for new and existing customers, potential customers and Sales Specialists.

Focus on the clinical configuration and education needs of patient monitoring customers in various departments: critical care, OR, ED, PACU, telemetry, Cath Lab, EP. Work closely with the Sales Specialists during multiple phases of the sales and implementation processes. Assess customer's configuration requirements and education needs; plan and deliver equipment and application education; apply product and clinical knowledge to troubleshoot and solve problems. Support customers in the use and growth of their systems. Establish and maintain strong working relationships with key internal partners and customers; enable the success of the installation team.

Essential Functions: (Core duties that are fundamental for the position to exist. Define purpose, function, result to each duty, frequency, and time spent in brief phrases, not sentences. List duties in order of descending importance. List most important functions first.

This position is responsible for, but not limited to, the following:

- Provides clinical training to various groups such as Sales Specialists and Customers on all LifeSync products.
- Answers clinical questions from doctors, technologists, nurses, sales representatives, other medical personnel, etc.
- Work with Sales Specialists in the field or Customers to do evaluations and consultations or obtain complaint information. Ensure clinical details involving customer complaints are documented. Follows up on previous product evaluations and conversions or complaints that require additional information.
- Works in conjunction with Sales Specialists creating territory plan and ensure migration is obtained once an opportunity is identified
- Conduct evaluations and installations. Provides and delivers end-user training according to established procedures.
- Establish relationships and builds confidence among Sales Specialists and Customers through consistent customer support. Continue to follow up on install base to maintain LeadWear use and ordering. Uses established selling tools to migrate LeadWear sales throughout other departments in the hospitals (migration sales). Present product to new customers. Conducts ongoing staff training and provide clinical feedback to resolve customer related issues. Train biomedical engineers on returns process and troubleshooting

- Maintains a regular schedule of contact via phone/on-site visits
- Evaluates clinical and educational needs of customers. Works in cooperation with customers to improve clinical patient outcomes raining customers on proper application and use of the LifeSync System.
- Works in cooperation with Customer Service /Technical Support to insure timely and efficient customer support.
- Shares concepts and ideas on product improvement and potential new products or accessories with Research and Development. Evaluates customer needs and recommends appropriate product modifications.
- Completes clinical reports as requested by management, and completes all additional documentation requested by management in a timely basis.
- Provides support at Tradeshows as requested by management.

Qualifications & Required Experience: (Identify the minimum qualifications needed; education level or equivalent, minimum years of experience. Use required, essential, preferred or plus for each. Also identify knowledge, skills, abilities and competencies required or skilled in using.)

- Education or business experience equivalent to a related Bachelor's Degree.
- Education and clinical experience equivalent to a Registered Nurse or Certified Cardiovascular or Radiology Technologist preferred.
- Medical product sales and sales training experience preferred.
- Knowledge of patient monitoring and ECG preferred.
- Excellent communication skills and the ability to analyze feedback in a training environment to develop strategies to improve knowledge, skills, and abilities.
- A thorough understanding of training and development techniques.
- Good analytical skills and the ability to understand complex issues.
- Excellent organizational skills and the ability to coordinate large programs.
- Demonstrated computer skills preferably spreadsheets, word processing, database and other applicable software programs.
- Willingness to travel overnight 50-75% of the time.
- Ability to be managed remotely.

ESSENTIAL PHYSICAL/ENVIRONMENTAL DEMANDS

- Lifting – Not to exceed 50 lbs, Standing, Bending

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees in this position. The above duties are subject to change and shall not be construed as a promise or contract of employment or of any specific duties.

This is an accurate description of my position.

Employee:	Date:
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Approvals:	
Senior Manager:	Date: