

Practice Director – Job Description

Position: Practice Director

Location: Milwaukee, Wisconsin

Compensation:

- Salary + Benefits
- Productivity incentive plan paid on both qualitative and quantitative measurement

Reports to: Chief Marketing Officer

Company Overview:

PetCure Oncology, one of the most exciting, innovative and fastest-growing providers of veterinary oncology in the country, is looking for a unique, highly energized and compassionate leader to grow with our rapidly expanding team. We are looking for the very best.

PetCure Oncology specializes in the delivery of veterinary radiation therapy. That includes stereotactic radiosurgery (SRS), a standard of care in human oncology that has just recently become available to pets. We partner with specialty veterinary hospitals across the country to develop and operate cancer care centers featuring market-leading technology and clinical resources.

Beyond our clinical offering, PetCure Oncology commits unconditionally to delivering industry-leading cancer care to pets and unyielding support to the families that love them. Our mission is to provide pet families with support, knowledge and access to comprehensive and compassionate cancer care. We share the cancer journey with our patients and their families and believe they deserve the very best in clinical expertise and progressive treatment options.

Visit PetCureOncology.com for more information.

PetCure Oncology's Core Values:

- Accountability
- Authenticity
- Empathy
- Ethics
- Innovation
- Relentlessness

Additional Qualities Critical to Success in this Position:

- | | | |
|---------------------|-----------------------|---------------------|
| • Compassion | • Selflessness | • Resourcefulness |
| • Positive Attitude | • Focus | • Creativity |
| • Proactivity | • Strategic Thinking | • Analytical |
| • Energy | • Great communication | • Strong work ethic |
| • Honesty | | |
| • Transparency | • Problem solving | |

Primary Responsibility:

The Practice Director's role is to oversee and manage all aspects of a regional PetCure Oncology center. This includes management of site-level employees and operations, liaising between the center and the corporate office, active business development, and general center growth. The right candidate will have industry experience in both management and sales with a keen understanding of client service, employee engagement, data analytics, and financial performance.

Specific responsibilities include:

- Client Experience
 - Manage and implement client experience brand standards
 - Oversee all client communications, including post-treatment follow up for every client
 - Ensure highest clinical and service standards across every touch point in the organization
 - Monitor measurement through "We are Listening" client survey initiative
- Team Leadership and Development
 - Keen understanding of how important talent is to brand development – people are our most important asset
 - Recruit, train, compensate, motivate, retain
 - Strong commitment to training, delegation and empowerment
 - Superb communicators both up and down in the organization
 - Create an atmosphere of energy, optimism, selflessness and teamwork
 - Creation of personal and professional development plans and updated job descriptions
 - Measure and improve employee satisfaction (baseline quantified as of April '17)
- Practice Outreach and Brand Integration
 - Believe in and personify the PetCure brand
 - Ultimate accountability for center growth
 - Absolute resource and partner to all partner site clinicians and owners
 - Contribute to the strategic direction of PetCure
 - Responsible for productive practice outreach and marketing initiatives including personal outside calls, CEs, lunch n' learns, conferences, etc. – 50% of time is spent here
- Data Integrity
 - High degree of technical capability and understanding of all our technical systems inside and out, including Salesforce.com, MapAnything, and clinical reports
 - Ensure the highest accuracy of system data consistent with brand standard
 - Commitment to research initiatives and supporting data
 - Utilize technology to streamline client experience process
- Financial Performance
 - Profound understanding and commitment to analytics through forecasting models, regular reporting, and ongoing optimization
 - Manage to a budget and ensure tight financial controls
 - Oversee risk management

Necessary Skills:

- Leadership
- Management skill and experience
 - Hiring and development
 - Budgetary oversight
 - Customer focus
 - Conflict resolution
 - Planning
- Financial acumen
 - Forecasting
 - Understanding of demand-to-conversion pathway
 - Achieving profitability and patient mix goals
- Exceptional communication and strong knowledge and application of the English language, including grammar and spelling
- High level of customer service execution
- Tech savvy (SalesForce.com, Smartsheets, Microsoft Office, Windows, spreadsheets, email) and easily able to pick up on new technology
- Clinical understanding
- Ability to work within tight deadlines
- Innovation! Must be able to proactively drive operational and clinical efficiency to keep PetCure on the leading edge
- High school diploma, college degree preferred

Measurement (quantitative and qualitative):

- Annual review and development plan
- Production to budget
- Employee survey
- Client survey