



Job Description

Job Title: Sr. Product Manager, Digital Health	Department: Commercial
Reports To: VP of Sales	Revision Date: August 10, 2015
Classification: Exempt, Full-Time	Position Location: San Jose, California

Company Overview

Outset is a pioneering medical technology company that puts the patient before the machine. Our human-centered model is designed to dramatically improve not only the care experience – for patients, families, providers and physicians alike – but also cost-efficiency of dialysis delivery. We believe in introducing technology innovation in order to drive service model innovation. And in doing so, we intend to profoundly and permanently impact what, where and who can dialyze.

Position Overview

Working in a team based environment, you will be a key contributor in developing and driving the strategy, definition, and execution of new software product features and functions. Our products include Tablo medical dialysis machine and the related ecosystem. Tablo medical device includes hardware and embedded software programs. We have created medical informatics platform and digital health platform to support the ecosystem. You will work closely with a fast-growing, energetic team who are passionate about creating engaging, useful and transformative data base that positions Tablo as the only choice for dialysis care.

The product manager will assume a wide range of responsibilities and will be required to draw upon experience in market research, user group engagement, gathering requirements based on feedback, defining a vision for solutions, developing go-to-market strategies and market execution. As the product matures, he/she will work closely with clinic providers, patients, physicians and dialysis nurses. Internally the position will partner with application teams, sales teams and clinical teams to improve design, make tactical decisions, and resolve issues identified by user feedback and research data. From these efforts, entirely new products and visions can be fomented, resulting in additional development initiatives. Builds and manages relationships.

The key liaison to corporate dialysis providers is also responsible for continual engagement in conducting market research, data mining, beta programs, and regular internal and external collaboration. Messaging, market positioning, user experience and design will be tirelessly tested and updated. The product manager therefore offers a blend of data analysis, medical device development, market research, user group engagement, software expertise, product vision, market knowledge, and sales acumen.

Essential Job Functions

- Align new product prioritization with overall corporate strategies
- Develop and implement user testing methodology for Tablo products
- Conduct effectual data mining for thorough and reliable market analysis
- Specify market requirements for current and future products by conducting market research supported by on-going visits to customers, prospects and other users
- Craft detailed specifications for product development including; end user process flows, product requirements, use-case scenarios and stories

- Draft guidelines and road map for initial implementation process
- Design, draft and conduct post- launch measurements against pre-established goals
- Engage systematic methodology for ongoing measurement of product viability and market velocity
- Cultivate strong relationship with providers IT teams

Requirements

- Ability to develop specific marketing plans and write clear business software product requirements related to market demands, customer needs, and solution essentials
- Demonstrated ability to interpret and translate data into commercial implications, including excellence in organizational, analytical, and problem - solving skills
- Demonstrated ability to make strategic recommendations
- Capable of independently representing the marketing group on cross-functional teams interfacing with product development, production and manufacturing to develop new products or enhance existing ones
- Capable of providing marketing insight and direction to optimize product launch, ensures product placement and development corresponds to market needs
- Ability to manage complex initiatives with limited resources, headcount and supervision
- Ability to express complex business concepts via presentation, written and oral format
- Desire to work and thrive in a fast-pace, ever-changing market and environment
- Motivated by achieving extraordinary goals creating unbelievable products
- Passion for work and a love of people

Required Education and Experience

- Bachelor's Degree required, MBA a plus
- Minimum of 5 years of experience in Marketing with a strong product marketing focus
- Must have experience with consumer product marketing, including experience specific to the wearables and/or digital healthcare space
- Medical device experience desirable but not required
- Ability to travel as needed