



# **Vision Share, Inc.**

## **Manager/Director of Client Relations and Business Development**

### **Position Specification**

August, 2016



## **POSITION SPECIFICATION**

---

<b>Position</b>	Manager/Director of Client Relations and Business Development
<b>Organization</b>	Vision Share, Inc.
<b>Locations (5 FTE positions open)</b>	Northwestern Region (1 FTE position open), Southwestern Region (1 FTE position open), Midwest(1 FTE position open), Southeastern Region (1 FTE position open), International (1 FTE position open)
<b>Reporting Relationships</b>	<p>The Manager/Director of Client Relations and Business Development will collaborate closely with and report directly to the President and CEO. The Vision Share Manager/Director will work closely with clients, members and staff to facilitate the process of creating ongoing client relations and business transactions with Vision Share. Key areas of Vision Share collaboration will include working alongside the VS Distribution team, VS Financial Management team, and VS Business Development team.</p> <p>The VS Manager/Director of Client Relations and Business Development position is a mission-centered position whose daily goals and responsibilities are focused around building and maintaining client relationships and reporting on outreach and clients activity relative to placing tissue.</p> <p>The VS Manager/Director will monitor all day to day client exchanges between the VS Ocular Client Services team and clients and collaborate with direct and indirect staff relative to fulfilling those responsibilities.</p>
<b>Website</b>	<a href="http://www.visionshare.org/">http://www.visionshare.org/</a>

## **INTRODUCTION TO THE MANAGER/DIRECTOR ROLE AND SELECTION**

---

Vision Share, and its CEO are seeking a dynamic Manager/Director who will engage deeply in being a high level contributing leader of the Vision Share team and to work with the VS CEO towards building the organization in a continuous process of growing, evolving, and diversifying. The VS Manager/Director will focus on managing their specific objectives as defined by the CEO. Relative to the domestic and international need to build and maintain clients, the Manager/Director will work towards delivering *The Vision Share Advantage*<sup>™</sup> and leveraging the organization's and its members' strengths to take full advantage of domestic and international ocular tissue placement.

## **MANAGER/DIRECTOR OF CLIENT RELATIONS AND BUSINESS DEVELOPMENT ROLE**

---

This talented individual will build trust, confidence and goodwill with Vision Share clients, will understand the needs of Vision Share clients and articulate Vision Share's ability to meet their



needs. The Manager/Director coordinates with Vision Share distribution and Financial Management offices to ensure clients' needs are met. The Manager/Director coordinates Vision Share's marketing activities and reports to the President and CEO any new potential distribution center users such as corneal surgeons, hospitals, surgical centers or eye banks.

## **MANAGER/DIRECTOR KEY RESPONSIBILITIES**

---

- Develop and maintain all Vision Share client relationships
- Be able to have on-site visits with surgeons, eye banks, and other partner organizations to assess needs, plan and establish distribution services, and develop professional working relationships. May be required to travel up to 50-60% of the time
- Recommend strategies and communicate the desires of Vision Share clients to the distribution center and business office to ensure understanding of the clients' challenges and goals
- Manage and coordinate Vision Share marketing, advertising, and promotional activities
- Develop and implement marketing plans and projects
- Manage Vision Share website, social media, and marketing materials
- Analyze current market conditions (surgical trends and advances) and competitor information
- Be able to operate and teach Vision Share Midwire to Vision Share client and member staff
- Maximize reimbursement received for each cornea
- Availability to be on-call via pager or cell phone for after-hours tissue requests, and share Administrator On-Call (AOC) function with supervisor and/or CEO
- Assist President and CEO as requested to advance organizational mission and goals
- Report to President and CEO any new potential distribution center users such as corneal surgeons, hospitals, surgical centers or eye banks
- Assist President and CEO with identification and implementation of new communications and information technology
- Manage and maintain all Vision Share client information in CRM tool and then using the tool to document client visits, notes specific to each client, and future business opportunities
- Ensure each VS client has an executed agreement on-file working with Vision Share legal counsel to have any and all additions/revisions reviewed prior to President and CEO executing
- Organize, coordinate, and lead planning for all industry meetings and tradeshow where VS will be exhibiting; may require training of Vision Share staff and/or members
- Work collaboratively with Vision Share members to coordinate marketing activities in member bank locales and at tradeshow meetings
- Develop and manage quarterly Vision Share newsletter to be sent to client surgeons and member banks
- Work with Vision Share Financial Management team to aid/coordinate collection efforts for outstanding receivables

## **VISION SHARE CENTER DIRECTOR EXPERIENCE/QUALIFICATIONS**

---

- A minimum of 4 to 6 years of business development and customer service and/or marketing experience is required.

- Ideally, a working knowledge of corneal anatomy, slit lamp and specular microscopy and relevant surgical procedures involving corneal and scleral transplantation are preferred.
- Excellent oral and written communication skills with the ability to interact effectively with all levels of employees (i.e. Executive Directors, coordinators, surgeons, hospital/ASC support staff, etc).
- Ability to think strategically and plan work around attaining goals and objectives.
- Strong interpersonal, written, verbal, and phone communication skills required.
- Strong organizational skills, problem-solving abilities and attention to detail.
- Ability to work independently, with limited direction, and in a team environment.
- Ability to work with distraction and to multi-task with frequent interruptions.
- Intermediate knowledge of Microsoft operating systems, Microsoft Office, general database, and web-based applications.
- Must maintain a valid driver's license and acceptable driving record as determined by the organization.
- Must have reliable transportation.
- Ability to work infrequent work schedule depending on need of travel and client engagement; could include nights and weekends.

## **EDUCATION**

---

- Bachelor's degree or an equivalent combination of education and experience from which comparable knowledge, skills, and abilities have been acquired is preferred.
- Continual training and certification as necessary.

## **COMPENSATION**

---

A competitive compensation package will be offered to the successful candidate. Vision Share will provide an attractive benefits package.

## **WORK ENVIRONMENT**

---

The Director will work in either a professional office setting to be determined or from a home office during the week and over the weekend as needed.

### **Physical Demands**

- Travel up to 50-60% with ability to set your own schedule; in combination with the needs of the client or conference dates.
- Availability to work holidays, nights, and weekends as required and respond to branch/department needs on a 24 hour basis.



- Frequent periods of intense concentration, attention to detail and accuracy.
- Ability to handle mental and physical strain involved in use of printed materials, prolonged use of computer screens and extensive phone usage.
- Moderate manual dexterity for basic keyboarding.
- Long periods of sitting and/or standing may be required.
- Ability to lift and move 20 pounds is required.

**NOTE:** The preceding statements describe the nature and level of assignments normally given job incumbents. They are not an exhaustive list of duties. Additional duties may be assigned. Vision Share is an Equal Opportunity Employer. We take pride in the diversity of our staff, and seek diversity in our applicants. Vision Share does not unlawfully discriminate on the basis of any status or condition protected by applicable federal or state law. Vision Share reserves the right to seek, hire and promote persons who support the goals and mission of the institution.

### **Overview of Vision Share**

Vision Share, a not-for-profit organization, headquartered in the USA, is the largest and most advanced network of eye banks in the world. Vision Share is the premier global organization for eye tissue placement and ordering services. Vision Share and its members are recognized as best of class for eye bank experience and expertise and are leading innovators in eye bank procedures and technology. Vision Share and its member's tissue placement reach is truly global and Vision Share is uniquely designed to meet the specific individual needs of surgeons, hospitals and surgery centers, academic institutions, and other eye banks in need of ocular tissue and related services regardless of location.

Vision Share was founded in 1998 by a group of five eye banks and has grown into an organization with 13 members and 18 eye banks (See Exhibit I for a member listing). It is organized as a consortium of member eye banks to provide an environment within which its members can grow and thrive and restore sight to those in need. Made up from the members, Vision Share has a committed 7-member Board of Directors, who are predominately Executive Directors and/or CEOs of Vision Share member eye banks.

Vision Share and its members provide more than 30% of transplant tissue supplied by EBAA eye banks annually and in regard to the latest technology, DMEK, Vision Share and its members enjoy a global majority market share in excess of 50%.

Vision Share is an organization with over 17 years of proven experience in making connections that matter. Through Vision Share's global reach, the organization has a view towards enhancing its relationship with each individual client by maintaining a level and quality of service at the forefront of the industry. Since its inception Vision Share has been dedicated to restoring sight through outstanding service customized to meet a diverse range of needs.

Vision Share's clients gain a patient care advantage through Vision Share's dedicated ability to coordinate complex logistics and manage challenging circumstances. The level of collaboration facilitated by Vision Share and its members is truly unparalleled—it provides Vision Share's clients with access to quality tissue and choice, in a manner that is simple, reliable, and seamless.



Vision Share's unique ability to connect its members and its clients in a highly collaborative process helps ensure quality outcomes for surgeons, scientists, and patients worldwide.

Relationships between donor families, Vision Share's member eye banks, and surgeons and their patients form the foundation for Vision Share's company values and its longstanding commitment to operating as a nonprofit organization.

Vision Share's daily stewardship of sight-restoring anatomical gifts is of paramount importance to Vision Share, its staff, its Board and its members and their organizations.

Vision Share is keenly aware of the pressures and demands its clients and members face during a time of tremendous change in the health care delivery landscape. As such, Vision Share is committed to providing a patient care advantage to all those that it serves.

## **Services**

- Vision Share provides quality donor corneas and other ocular tissue for cornea transplant surgeries as well as for research and training purposes.
- Vision Share provides vital services to eye banks, corneal surgeons, hospitals and surgery centers, and ophthalmic researchers.
- Vision Share provides donor eye tissues for medical research, medical device research & development, and surgical training according to requested specifications.
- Vision Share serves the needs of the global market by providing tissue, quality, and choice through an effective and efficient placement system.
- Vision Share assists surgeons, hospitals and surgery centers, in gaining a patient care advantage through the collective expertise of Vision Share's innovative eye bank members.
- Vision Share's network of member eye banks consistently share their expertise within the eye banking community in order to develop, promote, and enhance programs and ocular services worldwide.

## **Tissue**

Vision Share provides the most reliable, effective, respected, and efficient tissue ordering and placement services available. Vision Share's Distribution Center is available 24/7/365.

## **Surgical Whole Corneas**

- Penetrating Keratoplasty (PK)
- Endothelial Keratoplasty (EK)
- Anterior Lamellar Keratoplasty (ALK)

- Keratolimbal Allografts (KLA)
- Tectonic Grafts

### **Custom Eye Bank Processing**

- DSEK/DSAEK
- DMEK
- DMAEK
- ALK
- Femtosecond Laser-Assisted Keratoplasty (FS-LAK)
- Pre-Loaded Cornea in an Inserter Device

### **Other Surgical Tissue**

- Long Term Preserved Corneas
- Sclera
- Amniotic Membrane
- Whole Eyes

### **Research Tissue**

- Normal and Disease-Specific Ocular Tissue
- Medical Research
- Medical Device & Pharmaceutical R&D
- Training & Medical Education
- Tissue meeting the requirements listed in the above categories

### **Accreditations**

All Vision Share members must be accredited by the Eye Bank Association of America (EBAA) and maintain accreditation as a condition of membership. Vision Share supports the mission of the EBAA, and on occasion, may represent a joint policy position regarding issues being discussed within the Association.

In addition each Vision Share member is required to maintain U.S. Food and Drug Administration (“FDA”) licensure.

All Vision Share members are required to maintain high professional and ethical principles and practices.

## **FINANCES**

---

Vision Share is a not for profit 501 (c) 3 organization carrying an annual operating budget of



approximately \$2 million (2016). Vision Share currently generates in excess of \$13 million in Total Revenue. Revenue is generated from services performed and provided and member dues. Vision Share's Total Revenue in 2014 was approximately \$12 million in total revenue. Vision Share's goal for 2015 and each subsequent year is to continue the realization of sequential Total Revenue growth trends.

### **Vision Share Member Eye Banks**

All Vision Share members are eye banks registered with the FDA and accredited by the EBAA.

- Eversight Connecticut
  - Eversight Illinois (Bloomington, IL)
  - Eversight Illinois (Chicago, IL)
  - Eversight Michigan (Ann Arbor, MI)
  - Eversight New Jersey (Clark, NJ)
  - Eversight Ohio (Cleveland, OH)
  - Indiana Lions Eye & Tissue Transplant Bank (Indianapolis, IN)
  - Iowa Lions Eye Bank (Coralville, IA)
  - Lions Eye Bank of Lexington (Lexington, KY)
  - Lions Eye Bank of West Central Ohio (Dayton, OH)
  - Lions Eye Bank of Wisconsin (Madison, WI)
  - Lions Eye Institute for Transplant & Research, Inc. (Tampa, FL)
  - Lions Medical Eye Bank & Research Center of Eastern Virginia (Norfolk, VA)
  - Medical Eye Bank of West Virginia (Charleston, WV)
  - Saving Sight (Kansas City, MO)
  - Sierra Donor Services Eye Banks (Sacramento, CA and Nashville, TN)
  - UT Southwestern Transplant Services Center (Dallas, TX)
  - Utah Lions Eye Bank (Murray, UT)
-