

ICHOM Title

Director of Strategic Communications and Knowledge Management

Background

ICHOM is a non-profit organization committed to transforming health care to a value-based system through universal measurement and reporting of patient outcomes. ICHOM was co-founded in November 2012 by Professor Michael Porter of Harvard Business School, Professor Martin Ingvar of the Karolinska Institute and the Boston Consulting Group. ICHOM realizes its mission by defining global Standard Sets of outcome measures that really matter to patients for the most relevant medical conditions and by drives adoption and reporting of these measures worldwide.

We believe adoption of a global outcome standard will:

- Help patients better choose the right treatments and providers for their needs
- Enable providers to understand how well they are meeting the needs of their patients
- Allow payers to contract on the value of care delivered, not simply volume

In addition to defining global standards, ICHOM plays a key role in enabling organizations and health systems more broadly to implement these measures. Traditionally, ICHOM has focused on institutional-level implementation of our standards, but as value-based health care gains broader traction we are developing new ways of influencing system-level stakeholders.

As part of ICHOM's growth, a new role has arisen within the organization for a Director Strategic Communications and Knowledge Management. You will help to devise, develop, and deliver a comprehensive strategic and tactical plan to build awareness around the work that ICHOM is leading. You will also help to raise awareness of the organization with key policy stakeholders by leading a new communication strategy.

To coordinate these activities, ICHOM is looking for a strong influencer and negotiator, who is self-motivated and has a proven track record of communication excellence. You should be capable of developing new and innovative strategies for communicating ICHOM's ethos, all the time working in a diplomatic and practical manner to ensure that change is delivered in a sustainable way.

Duties & Responsibilities:

Duties include but are not limited to building a team and leading effort towards:

Strategic communications

- Developing content and impact stories from ICHOM's work that communicates the "why" and "how" of value-based health care to key health care stakeholders e.g. case studies, impact stories, pitches, academic articles
- Coordinating the development and draft high impact content for quarterly newsletters
- Leading content development for ICHOM's website content
- Leading relationships with external marketing vendor aligned with strategic communications plan

Conference and external events

- Organizing events to educate or inspire key stakeholders, including workshops, regional conferences and international conferences
- Managing external invitations for ICHOM team members to speak at events and developing presenting material

Stakeholder engagement and other items

- Contributing to ICHOM's fundraising strategy
- Contributing to ICHOM's general strategy towards influencing payors and policymakers internationally
- Defining project plans, setting milestones, running meetings, and coordinating the efforts of working committees to realize progress towards value-based health care

Work Experience:

- The ability to create powerful storylines and material (required)
- Exposure to global health care sector, with strong writing, policy and strategy experience (required)
- Project management (required)
- Workshop/conference organizing (desirable)

Qualifications

- MPH/MPP (required; or substantive journalism experience substituted)
- MBA (desirable)
- Medical degree (desirable)

Additional characteristics

- Ability to work from Boston and to travel (mostly within the US, sometimes internationally)
- Fluency in English; additional language fluency desirable
- The successful candidate will demonstrate strong conceptual ability; high quality of mind; excellent writing skills; the ability to work productively under time pressure; ability to interact successfully and strategically with senior leaders; the capacity to work well with others and independently; strong computer skills including, but not limited to, Microsoft PowerPoint; and comfort in the clinical environment

Timeline

The position will begin as early as **mid-November 2017** at our Boston office. A two-year commitment is required.

Salary

Commensurate with experience

Application Procedure

Interested candidates should send a CV/Resume and a cover letter by October 31st to Mark Khayat, Vice-President of Operations at m.khayat@ichom.org