



Center to Advance Palliative Care  
Icahn School of Medicine at Mount Sinai  
55 West 125<sup>th</sup> Street, Suite 1302  
New York, NY 10027

## **MEMBERSHIP ASSOCIATE**

The Membership Associate will join a high-functioning team dedicated to growing CAPC's national membership and to increasing utilization of member resources for improving care of seriously ill patients. S/he will work closely with CAPC's Senior Membership Manager on recruitment efforts and projects, ensuring that membership inquiries are responded to quickly and accurately. This person is often a primary contact for organizations interested in joining CAPC membership and is a member's first direct experience with the organization. As such, s/he must accurately speak to CAPC benefits, pricing structure, and the membership application process. Providing an excellent first impression and responsive ongoing service is a key function of the position. The Membership Associate will perform high-touch follow-up to a select group of hot membership leads. S/he will also provide all areas of the department with some administrative support. These tasks include but are not limited to: updating key data points in the CMS, helping users troubleshoot capc.org logon issues, and managing calls that come through the Member Hotline. Overall, the incumbent is responsible for supporting the department's efforts to grow CAPC's membership network and revenue received from new memberships.

### **Duties and Responsibilities:**

- A. Respond to phone and email membership inquiries while exhibiting strong customer service skills.
- B. Oversee contract negotiations for potential new members, engaging the Senior Membership Manager as appropriate, to address the needs of members while pricing fees in accordance with CAPC's pricing structure and membership vision.
- C. Work closely with the Senior Membership Manager to ensure inquiries are handled in an efficient and professional manner and to analyze inquiry process for potential modifications and improvements
- D. Proactively follow-up with high-value prospects.
- E. Meticulously record prospect and member interactions in Salesforce, CAPC's CMS.
- F. Manage the membership application process for non-health system members, identifying process efficiencies and ways to improve the member application experience.
- G. Assist in the management of the Membership Hotline.
- H. Provide assistance in the reporting of department statistics.
- I. Provide administrative support to member relations and customer service team members as needed.
- J. Manage special projects as assigned.

K. Represent CAPC at industry events through exhibiting and direct sales activities.

## **V. BACKGROUND REQUIREMENTS**

A. Bachelor's degree required (Master's preferred).

B. 5-10 years of professional experience, including at least 3 years in a client-facing role.

C. Ability to work effectively in a team-oriented environment and liaise with other departments.

D. Exceptional interpersonal skills, including poise with executive audiences.

E. High-level persuasion skills in order to assist in "selling" vision, processes and programs to help increase member satisfaction.

F. Excellent written and verbal communication skills.

G. Knowledge of the health care field required; clinical background preferred.

H. Thrives in a dynamic and fast-paced entrepreneurial environment.

I. Demonstrated experience working with CMS systems. Experience with Salesforce a plus.

J. Meticulous in record keeping and following departmental processes.

K. Excellent knowledge of entire Microsoft Office suite.

L. Ability to quickly learn new technologies, tools and processes.

M. Demonstrated ability to manage multiple projects.

N. Ability to travel occasionally.

## **VI. POSITION RELATIONSHIPS**

A. Membership: Frequent, substantive and sensitive contact with members and prospective members (and their records), to encourage membership, increase benefits usage, develop member needs analysis, and deal with customer service problems.

B. Office Personnel: Significant and sensitive contact with all department staff relevant to responsibilities for membership and aspects of new business. Must be sensitive to multiple priorities and timely completion of projects as scheduled.

## VII. OTHER CHARACTERISTICS

### A. Personal Attributes:

- Credible and broadly influential. You have a proven track record of building strong relationships and partnerships and getting results. You are known for your poise, leadership, and diplomacy and your ability to communicate and influence senior leaders.
- Organizationally agile. You give respect and earn respect. You communicate and coordinate effectively at every level. You share information, work cooperatively, seek out relevant information, decide the appropriate steps and get the desired results. You effortlessly adjust your style and message to convey value to different markets.
- Results driven. You see the big picture, monitor your key metrics, and take the action necessary to produce results. You understand that success in this role requires taking full strategic advantage of each meeting, event and phone call to foster rapport and deliver on our key priorities. You work confidently, and are seen as knowledgeable and trustworthy.
- A strategic problem solver. You are a critical thinker. You are hands-on, ask questions and “come up to speed” quickly. You work with a sense of urgency and dive in without being asked. You enjoy defining new opportunities to pursue. You understand the issues and are always willing to take on new challenges.
- Attentive to detail. Your impeccable work style sets the standard. You have command of both the process and the details. You also remain flexible to take full advantage of opportunities as they arise.
- Service oriented. You prioritize the customer by putting in your best effort to understand their needs and provide real time solutions.
- An effective communicator. You are a superb writer, thinker, and listener. You easily shift gears and reprioritize as needed. You are able to deliver complex information and presentations to a variety of audiences in a credible and understandable way.

### B. Supervisory Responsibility: None

**C. Supervision Received:** Largely independent, but consults with the Senior Membership Manager on non-routine issues.

**D. Other:** Two to three weeks of travel may be required annually.



## **Organization Description**

Palliative care is a rapidly expanding team-based medical specialty focused on improving quality of life for persons with serious illness and their families through relief of pain and other symptoms, communication about and support for person-centered goals, and continuity of care across stages of illness and settings of care. A growing body of evidence demonstrates that palliative care improves a patient's quality of care, quality of life, and markedly reduces the need for costly hospitalization. Palliative care is now widely available in larger U.S. hospitals. Because of its impact on the value equation, demand for the benefits of palliative care services across the full continuum of care is rising.

Established in 1999, the Center to Advance Palliative Care (CAPC) is a national non-profit membership organization located at the Icahn School of Medicine at Mount Sinai. CAPC is devoted to increasing access to quality palliative care for seriously ill persons and their families across the United States. Originally supported entirely through philanthropy, CAPC successfully launched its membership program in 2015. Members include health systems, hospitals, hospices, home health care agencies, medical groups, health plans, and others. CAPC has experienced significant membership growth and currently has over 1,600 organizational members.

Palliative care is now well established and widely available (in hospitals and hospices), has high visibility, a strong evidence base, and is seen as a practical solution that can be implemented with reasonable investments in training and delivery system re-organization. As a result, at both national and local levels, interest is high in proven, efficient implementation support to ramp-up palliative care initiatives in all care settings.

CAPC serves as a major backbone organization for the field and pursues its mission through three strategies – building awareness and demand across a range of audiences, influencing supportive policy, and providing tools, technical assistance and training to support supply in terms of organizational capacity, workforce skills and effectiveness, and sustainable care models. We are the proven name brand for credible implementation support for palliative care.

**This position description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. CAPC has the right to revise this position description at any time. CAPC is an “at-will” employer and as such, this position description does not constitute any form of contractual arrangement between the incumbent and CAPC.**

HOW TO APPLY:

Please submit a Cover Letter and Resume by highlighting and right clicking the link below:

**<https://capc.submittable.com/submit/159349/membership-associate>**