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## Job Description: Director of Payor Relations - East Cala Health, Inc.

### About Cala Health

Cala Health Inc., an award-winning bioelectronic medicine company headquartered in the San Francisco Bay area, is transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies utilize electricity as medicine, merging innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, while its vertically integrated commercial model is transforming the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive, wrist-worn prescription therapy currently available for essential tremor. Cala Health has new therapies under development in neurology, cardiology, and mental health, and is backed by leading investors in both healthcare and technology. For more information, visit [CalaHealth.com](http://CalaHealth.com).

### Our DNA

We are here to empower people to experience greater control over their chronic conditions and more freedom in their daily lives. Our science-first approach and rapid yet rigorous clinical development means we seek excellence in everything we do for customers and our teammates. Inspired by our work, and the talented team members who work with us, we are united in our collective goal to bring about improved, lasting patient outcomes. Join us in building a better future!

### The Opportunity

Cala Health is currently seeking an experienced Director of Payor Relations for our East region. Our work environment is fast paced, with a collaborative atmosphere. Most of all, we are passionate about delivering innovations that improve the quality of healthcare and the patient experience. We are looking for like-minded individuals to join our team today!

The Director of Payor Relations will be responsible for ongoing strategic innovation, cross-functional collaboration and the development and execution of new coverage, pricing and market access strategies. This role will create and deliver Managed Market and Market Access strategies that differentiate and demonstrate a patient-centered approach, while leading and managing reimbursement. This role reports directly to the Chief Commercial Officer

### Desired Skills and Experience

#### New Payor Coverage

- Develop strong relationships with target payor organizations that help Cala Health gain new coverage to achieve revenue targets.
- Gain favorable policy decisions for Cala Health's products by delivering clinical, health economic and scientific information to key decision makers within targeted government and commercial health plans.
- Work cross functionally within Cala Health to develop materials which will assist in gaining new policy coverage or overturning negative coverage decisions.
- Partner with key advocacy groups, Key Opinion Leaders and physician champions to gain their assistance to deliver critical information to government and commercial payers

- Maintain awareness of key trends in the neuromodulation space which may affect Cala Health.

#### Payer Contracting

- Determine important payor contacts at various levels within the health plan and engage with Cala employees to establish relationships with peer counterparts.
- Develop and manage relationships with executives at multiple payers, locally and nationally.
- Successfully negotiate favorable contracts with various payers using a diverse range of techniques and contracting best practices.
- Manage contractual relationships and ensure accurate administration of contract terms

#### Strategy and Pricing:

- Execute payer strategies with overall company direction and commercial goals
- Work collaboratively with Sales and Marketing to connect payor, provider and patient marketing strategies.
- Work with Senior Director of Market Access to analyze, evaluate and execute regional and national payer approaches. Prioritize payer targets to maximize value for Cala Health.
- Proactively identify and recommend new growth opportunities (primarily within the payer community), creating the required business case and gaining approval.
- Lead key meetings with payers on how to maximize the value proposition.
- Act, along with the Chief Commercial Officer, as one of the primary liaisons. between Cala Health and payers, strengthening our overall relationship and creating a mutual loyalty.
- Ensure that all payer relationships are managed in accordance with Cala Health standards.
- Support regional sales management to quickly impact new high potential accounts and assure that billing and reimbursement issues are appropriately managed at the outset and

#### Operations:

- Liaison with marketing to create best in class support materials for Territory Managers, payer advocates and customer success
- Provide market knowledge to assist in the development of physician advocacy, gather key data resources and/or acquire analytical tools necessary to better evaluate the effectiveness of customer messaging.
- Partner with Sales on value proposition discussions and develop messaging and tools that drive new coverage and reimbursement growth and achieve overall financial goals.
- Identify and recommend appropriate operational changes to achieve maximum efficiency with payers.

#### **About you:**

A dynamic leader, networker and influencer, a strong communicator with both internal and external stakeholders. The person will play a key role in guiding the strategic direction of the organization, be responsible for driving growth in new business areas and devising creative solutions to overcome obstacles to facilitate patient access. We are looking for passionate and collaborative professionals



with proven experience in their field. You are a “builder” who thrives in ambiguous and fast paced environments. You lead with humility, curiosity and above all trust.

- Bachelor’s degree, with at least 8-10 years of payer relations and reimbursement experience; field sales experience preferred
- 5-7 years’ experience in the Durable Medical Equipment (DME) industry with similar reimbursement criteria. Preferably with experience in bringing new products/services to market among Medicare Advantage payors.
- Demonstrated experience working with executive level groups within payers to influence new reimbursement coverage decisions and contracts.
- Self-motivated and disciplined to meet deadlines in the context of competing priorities and projects.
- Must be able to travel at least 40% of the time.

### **What’s in it for you:**

The opportunity to directly enable national access to a breakthrough technology that addresses a massive clinical unmet need for patients burdened with movement disorders. A unique chance to develop a new market, grow as a leader and be part of a highly collaborative team who shares a common patient centered passion. This is a full-time position with a competitive compensation package including equity, excellent benefits including medical, dental, and vision insurance (all of which start on your first day), paid holidays, and unlimited PTO.

Cala Health believes our success is based on diversity of people, teams and thinking. We offer all employees the tools, training and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate’s sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

If you or someone you know might be interested in this position, please submit a resume & an introductory email to [careers@CalaHealth.com](mailto:careers@CalaHealth.com).

