Morgan Consulting Resources, Inc. has been retained to conduct the search for the **Director of Sales** for **Aspire Health Plan**. This is an exciting and unique opportunity to join the only Medicare Advantage plan located in beautiful Monterey County on the central coast of California.

**About the organization:**

Aspire Health Plan is a new Medicare Advantage health plan from Community Hospital of the Monterey Peninsula (CHOMP). For nearly 80 years, CHOMP has been caring for Medicare beneficiaries, committed to keeping their community healthy and keeping care as affordable as possible. By having a Medicare Advantage plan, they are offering seniors a choice they didn’t have prior as Aspire Health Plan is the first HMO Medicare Advantage plan in the area, and the only MA plan operating in Monterey County today. Within the first two years since inception, Aspire Health Plan has developed and refined three Medicare Advantage options and are continually innovating their product offerings. In addition to offering three MA plans, Aspire Health Plan also provides managed care ASO services to local employers and has formed a captive stop loss insurance company, mutually owned by its participating employers and based on sharing savings from deploying wellness and disease management programs that create a healthier community and more productive labor force.

Monterey County Medicare beneficiaries have spoken loud and clear that they want comprehensive coverage with effective care coordination. As part of a local, trusted community hospital, Aspire Health Plan is in a unique position to build a successful health plan portfolio. Aspire Health Plan is also a non-profit California corporation, which keeps healthcare savings in Monterey County, reinvesting those dollars to stabilize premiums and sustain long term attractive health benefit programs. Aspire Health Plan is built on the basis of coordinating care better to ensure that chronic condition care gaps are monitored and education services are provided, which may help prevent emergency department visits as well as reduce readmissions to the hospital. Aspire Health Plan is a key strategic partner with the CHOMP enterprise in the delivery of integrated population health that will achieve the IHI’s Triple Aim in Monterey County. For more information about Aspire Health Plan, please visit: [https://www.aspirehealthplan.org/](https://www.aspirehealthplan.org/)

**About the position:**

The Director of Sales is accountable for achieving the membership growth objectives of Aspire Health Plan’s (AHP) Medicare Advantage Prescription Drug plans. This position will take responsibility for all sales activities and will partner with AHP’s senior leadership for product design, development and management. As a member of the AHP’s senior management team, this position is expected to be an active participant in the development and execution of AHP’s strategic and tactical planning, to include but not limited to budgeting and personnel management. The Director reports to the Vice President/Chief Operating Officer (COO) of AHP.

We are looking for an extremely motivated individual who will approach this role with a high level of sales experience and leadership capabilities. This individual must have a proven track record of building
a team along with leveraging expertise in Medicare Advantage. This Director needs to be an integrated part of a very cohesive team. It is important to be confident and have the ‘hunter’ sales mentality but able to meet sales goals while being respectful, treating others as equals and professionals. The successful candidate will have a singular focus primarily on the AHP vision and mission. Being new to the market, there is a lot of long-term growth potential for the health plan and getting a self-starter in place to get Aspire to that point is imperative.

**Principal Duties and Responsibilities:**
- Responsible for setting market goals and objectives for AHP’s sales and account management, establishing product and market-related content. Will work with employees at all levels of the company to collect requirements for sales materials, advising them on best practices and methods for achieving their desired communication objectives.
- Collaborates with the Communication and Marketing Department in the creation of marketing pieces. The Director of Sales will take responsibility for setting key targets, such as leads generated, including geographic and demographic characteristics, and in recommending approaches to lead generation.
- Responsible for inventory management and for managing fulfillment of printed sales collaterals.
- Ensures compliance with all State and Federal requirements governing a Knox Keene licensed Medicare Advantage Organizations as it relates to marketing, advertising and sales. Manages the review and submission of all marketing and advertising-related materials to the Centers for Medicare & Medicaid Services (CMS) through CMS’ Health Plan Management System (HPMS).

**Minimum Qualifications:**
- Bachelor’s degree in marketing, business administration, communications or other related field required. Master’s degree preferred.
- Minimum of 5 years of sales experience for a successful health plan.
- Life and disability insurance license issued by the California Department of Insurance is required.
- Experience working with Medicare benefits and CMS requirements for marketing, advertising and sales.
- Exceptional written and verbal communication skills to develop and write content, edit copy, and conduct presentations.

For more information about this role, please visit: (Link to be entered)

If you or someone you know has the qualifications we seek, I would be happy to schedule a time to talk. Thank you so much for your time.

Alex Drury, Vice President
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Attachment: Position Description