



Employment Opportunity for: Business Development Coordinator

Position Purpose

The Michigan Health Information Network Shared Services (MiHIN) is seeking a Business Development Coordinator. This coordinator will meet key leaders in the national landscape of health information technology and will be a voice for MiHIN on the national healthcare stage. The coordinator's role will be to assist in defining and executing processes for daily sales coordination, as well as leading maturation of product packaging.

Overseen by seasoned business development executive leadership, the Business Development Coordinator has an opportunity to contribute to a planned significant growth in daily operations, number and maturity of product offerings, and quantity and scope of sales opportunities. Working directly with subject matter experts and a marketing team, the successful candidate will draft product specifications, pricing models and promotional packaging. Successful candidate will be flexible and a self-starter.

Essential Functions and Basic Duties

- Present and deliver information to potential clients
- Work with sales team when closing sale
- Support formal biddings (responses to "Requests For Proposals" or RFPs) to government procurement groups
- Perform effective online demos to prospects
- Research accounts, identify key players and generate interest
- Support channel partners to build pipeline and close deals
- Respond swiftly and courteously to customer requests and inquiries
- Collaborate with senior management, technical leads, product owners, business development, and finance to document written and financial responses to requests
- Track weekly, monthly, and quarterly performance and sales metrics
- Coordinate and maintain promotional product packaging and specification descriptions for technology solutions
- Assess competitors by analyzing and summarizing competitor information and trends; identifying sales opportunities
- Route qualified opportunities to the appropriate sales team for further development and closure
- Qualify leads from digital campaigns, conferences, references, tradeshow, etc.
- Coordinate sales activities for Software as a Service (SaaS) products and/or professional services (consulting)
- Develop and maintain price modeling for SaaS and/or professional services (consulting)
- Create and maintain database of prospective client information using Salesforce



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Required Qualifications

- Bachelor's or Master's Degree in relevant field such as marketing, communications, business, health, or technology
- Excellent verbal and written communication skills; the ability to call, connect and interact with potential customers
- Strong computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)
- Professional writing ability, including responses to RFPs and translations of technical specifications into usable narrative
- Research and presentation of findings
- Knowledge of sales process from initiation to close

Desired Qualifications

- Excellent verbal and written communication skills; the ability to call, connect and interact with potential customers
- Research and presentation of findings
- Experience working with Salesforce.com or similar CRM
- Expert MS Excel skills and ability to produce projections, price models, etc.
- Ability to evaluate customer needs and work with leadership and multiple team members to offer a solution based on requirements
- Self-motivated with strong initiative to succeed
- Strong listening and presentation skills
- Ability to multi-task, prioritize, and manage time effectively
- Eager to expand company with new sales, clients, and territories
- Able to multitask, prioritize, and manage time efficiently
- Ability to develop in-depth understanding of company services and its position in the industry
- Tenacity to handle rejection and continue on with a positive attitude when working with next potential client

Position Reports to: Senior Executive Vice President, MiHIN

Supervisory Role: This position may manage other employees or contractors

Job Location: East Lansing, MI

What is MiHIN?

The Michigan Health Information Network Shared Services (MiHIN) is Michigan's state-designated entity to improve health care quality, efficiency, and patient safety



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by sharing electronic health information statewide, helping reduce costs for patients, providers, and payers. MiHIN is a non-profit, public-private collaboration that includes stakeholders from the State of Michigan, health information exchanges that serve Michigan, health systems and providers, health plans/payers, pharmacies, and the Governor's Health Information Technology Commission.

Our Culture:

MiHIN provides a stimulating, high-energy environment for a wide variety of talented people who are making a positive improvement in healthcare. We're working to build a healthier future for the state of Michigan, and we are always looking for motivated, bright, efficient professionals and interns to help advance our goals for sharing health information in ways that reduce costs and improve outcomes.

Our Benefits:

MiHIN's health benefits are incredibly generous and quite rare in today's job market. At this time our employees realize little to no out-of-pocket expenses for excellent coverage. MiHIN covers 100% of the cost of premiums so there are no deductions from paychecks for insurance. MiHIN may also contribute to a Health Savings Account, known as an HSA, to cover the full or partial amount of the annual health insurance deductible. That means MiHIN currently covers the cost of premiums *and* the full or partial cost of the health insurance deductible, to minimize or completely eliminate employee out-of-pocket expenses.

Application Instructions

- Please email cover letter, resume, and three full references to jobs@mihin.org for consideration
- Review will begin immediately as qualified candidate applications are received and will continue until the position is filled

Notice

MiHIN does not discriminate in employment against persons based on age, color, disability, gender, gender identity/gender expression, genetic information, familial status, height, marital status, national origin, political persuasion, race, religion, sex, sexual orientation, veteran status, or weight. Applicants must be legally permitted to work in the United States and have the ability to pass a background and history check in keeping with federal and state regulations.