



## Position Description: Vice President of Operations/COO

### About Charm

Charm Economics, LLC is a boutique health economics consulting firm that develops return on investment (ROI) and evidence development modeling for digital health and medical technology companies. We work at the intersection of academic rigor and real-world business at a pace that fits startup timelines. Our mission is to build clear and concise, models, slides and reports that speak to financial decision makers at health plans, health care systems, accountable care organizations and other key stakeholders. With clientele ranging from startups to nationwide organizations such as T-Mobile and the US Department of Labor, the Peterson Health Technology Institute, Charm develops business solutions across the spectrum of health services.

Charm is doing important work, for good causes, improving the efficiency of healthcare using quantitative research. We are on the cutting edge of reimbursement, digital health, and telemedicine.

### About the role

This is a full-time position with the hopes of long-term equity partnership. Charm is growing quickly – our revenue grows by over 50% per year. This is a unique opportunity to get in on the ground floor of a company working at the intersection of digital health, research, and health policy. You will be part of a boutique team of consultants, splitting your time between various projects that range in scale and scope.

This role is for someone with an entrepreneurial mindset and has the skills to help us continue to scale as we grow from 5 FTE with a target of 10-12 FTEs.

Charm will provide the structure, but ultimately this is an opportunity to build a business. This role will provide stability by providing you with projects while allowing you to take some risks and “big swings” at the countless opportunities in this space.

**Start date:** Rolling

### Responsibilities of the Role

Manage, Vision and Business Development

- I. Manage: You must be able to do and/or direct all the areas below to manage the current business.
  - A. Models: The team builds Excel-based Economic Models. This includes developing a framework for the company’s value proposition, performing research in journals as well as in corporate white papers. When data is not available, consider how to develop reasonable proxies or assumptions. Making the model “client ready” using clear fonts, colors and styles and making it functional incorporating data sets.
  - B. Research: Financial models are driven by good health services research; the heart will be finding academic studies and interpreting and aggregating the findings. You need to know what exists and what doesn’t exist.



- C. Slide Decks: Use simple, clear, and elegant slides to convey information on complex modeling decisions and other data analytics.
  - D. White Papers: Use prose to describe a problem, the other research done to solve the problem and provide evidence-based conclusions.
- II. Vision: You must be able to meet with a client, determine what the client needs, and create a proposal that will address the market need at the right level.
- a. Client Awareness: That means knowing a client only needs a small product versus sensing when a client may be interested in a more sophisticated work product and model.
  - b. Project Management: Develop budgets, work plans, and timelines, and manage the day-to-day operations of both small and large projects. This includes oversight of delegation and collaboration with a small team.
- III. *Business Development.* Consider new business opportunities and how to further work with current clients. This is the core of your job, bring in new business and manage the projects with the current staff, or if we need, hire new staff.

This is an ideal job for someone with 5-10 years of experience and a proven track record in business development, equipped with a robust network of industry contacts, poised to drive substantial growth and bring in new business opportunities.

You are an entrepreneur but can't risk having zero income and you want to focus on doing great work and not the administrative part of business like payroll, IT, etc. You thrive in a small business environment where choices you make impact the entire business every day in a fast paced environment with daily growth. You want a flexible work environment and long-term stability.

### **Location**

Role is primarily remote with the general expectation of Eastern Standard Time business hours. Candidates in major markets are preferred. Candidates located elsewhere in the US would be expected to attend in-person work retreats in NYC about once a quarter and travel for conferences

### **Competencies and Qualifications**

- Graduate degree from a top tier university related to health care, data science or health policy.
- 5-10 years of experience some combination of consulting, health plan, digital health company or hospital system.

Submit your resume to: [adam@charmeconomics.com](mailto:adam@charmeconomics.com).

Please state in the email a short paragraph of interest and how you learned about the position.

Salary Range: \$100K-\$150K based on experience plus operations and business development based quarterly bonus