

**Primary Care Development Corporation
Position Announcement
Senior Director, Strategy and Business Development – California**

Company Overview

Primary Care Development Corporation (PCDC): Catalyzing Excellence in Primary Care

Quality primary care is transformative and a cornerstone of healthy, thriving communities. PCDC, a nationally recognized 501(c)(3) nonprofit organization and community development financial institution (CDFI), catalyzes excellence in primary care through strategic community investment, capacity building, and policy initiatives to achieve health equity. PCDC helps primary care practices improve delivery of care by providing affordable capital as well as a variety of training and technical assistance services. Since its founding in 1993, PCDC has assisted over 1,000 practices in 40 states, and has leveraged more than \$1 billion to improve care in low-income communities.

PCDC's Performance Improvement Practice partners with health care organizations, helping them understand their challenges, develop customized plans for change, define and achieve measurable outcomes and create lasting and sustainable impact for their organizations and those they serve. Areas of expertise include service integration, practice operations, capacity building, and population health management. The Performance Improvement team offers individualized coaching, facilitates learning collaboratives, provides consulting, leads quality improvement projects, develops curriculum and delivers training programs designed for our client's needs. Our team works with health care organizations, including federally qualified health centers, hospital ambulatory care departments, private practices and care teams to implement strategies, processes and workflows to provide patient-centered care that is person-focused, continuous, comprehensive and coordinated. Our goal is to transform primary care organizations by building their capacity to integrate key services and activities so that they are better able to provide high quality care, thereby improving the health of their population, and reducing total cost of care.

PCDC's Capital Investment Practice invests in communities by providing advisory services and flexible, affordable capital to create lasting and sustainable impact for the organizations and the communities they serve. PCDC is uniquely positioned to provide financing that is tailored to transforming and expanding primary care, including, wherever possible, the integration of comprehensive medical, dental, and behavioral health services. PCDC provides strategic advice to help organizations that are planning facility development projects and offers a variety of affordable and flexible short-term and long-term loan solutions to support those capital projects as well as other business and service expansions. PCDC's Capital Investment staff understand primary care business models and monitor policy changes and regulations that affect primary care practices and revenue streams and serve as trusted advisors to clients on what it takes to successfully finance capital projects in a changing health care environment. To fund our loans, we raise impact-focused capital from government, banks, and foundations. We also partner with other community lenders and advocates who are also dedicated to catalyzing excellence in primary care to ensure we can meet all borrowers' needs, regardless of project size.

Position Overview

PCDC is seeking a Senior Director, Strategy and Business Development – California.

The Senior Director is passionate about primary care and the importance of building a high quality, affordable, accessible primary care sector to support healthy and thriving communities and health equity. The Senior Director plays a central role in the growth and expansion of PCDC's overall business in California, with primary responsibility for creating and implementing an effective strategy to build PCDC's Performance Improvement business and protect our capital investments. Working under the direction of the Managing Director of Performance Improvement and the Chief Executive Officer, and in close collaboration with PCDC's Leadership Team and the Senior Director, Capital Investment, s/he is accountable for positioning PCDC as a leader in primary care in California, particularly in Los Angeles County. The Senior Director is responsible for creating and maintaining broad and deep relationships with providers, policy makers, health care systems, insurers, foundations, corporations, and others with an interest in primary care. The Senior Director maintains knowledge of local, regional and national healthcare delivery system and trends, and applies that knowledge to support and inform PCDC's business development and programs to serve California's primary care system.

Primary Responsibilities

The Senior Director is responsible for informing and implementing PCDC's strategic direction for primary care policy and programmatic activities in the California market that will grow PCDC's business.

Policy and Advocacy:

Working with the Senior Director, Capital Investment, the Senior Director will provide direction, input, guidance and support on local and state legislative and policy initiatives relating to PCDC's lending and program activities. This will include connecting with key leaders and organizations to understand the primary care and health care reimbursement and delivery landscape, providing strategic leadership on primary care and economic development, and identifying business and thought leadership opportunities for PCDC. Specifically, the Senior Director will:

- Lead the development and implementation of strategies for PCDC to support the expansion of access to high quality primary care and primary care transformation in underserved communities in California, particularly Los Angeles County, and potentially, in contiguous states.
- Understand and maintain awareness of the changing health care landscape including the evidence base, reimbursement reform, and delivery system transformation.
- Establish and maintain effective working relationships at the highest level of local and state government, primary care providers, insurers and health systems, advocacy groups and community-based organizations, as well as with foundations and corporations and other stakeholders.
- Represent PCDC in meetings, coalitions, task forces, and other bodies, and advocate on behalf of primary care and PCDC.
- Identify and cultivate leadership from key corporate, foundation and other prospective supporters and donors, in collaboration with PCDC's Development team.
- Work with PCDC's Communications team to create and support an effective communication strategy to increase awareness of PCDC and our community partners.
- Regularly communicate with the PCDC's Leadership Team to inform organizational strategy and business development.

Program, Marketing and Business Development:

Working closely with lead staff in PCDC's Performance Improvement and Capital Investment units, the Senior Director will:

- Conduct market analysis, identify and explore business opportunities and cultivate relationships across the spectrum of community health providers through California, including primary care and behavioral health organizations.
- Develop and maintain knowledge of California primary care markets, particularly Los Angeles County, and identify evolving trends, risks and opportunities, and disseminate knowledge to inform PCDC's business strategy and solutions.
- Lead and support efforts to research, identify, develop, and secure new opportunities for the Performance Improvement practice, including writing proposals to potential clients and client relationship management.
- Maintain a culture of quality customer service.

Administration and Leadership:

The Senior Director will co-manage California operations with the Senior Director, Capital Investment, and will collaborate with PCDC's Administration and Finance staff. As needed, this will include regular contact with all Los Angeles based staff, managing the office, and ensuring that PCDC's policies and procedures are implemented. The Senior Director will build and maintain positive relationships with PCDC's national office and participate in PCDC's Leadership Team.

Additional duties as assigned.

Reporting:

The Senior Director reports to the Chief Executive Officer, with close collaboration with the Managing Director, Performance Improvement.

Required Experience, Education & Skills:

Required Qualifications:

- Master's degree from an accredited college or university in public health, public/health administration, business or related fields, or demonstrated equivalent experience.
- Ten+ years senior level experience in primary care, behavioral health, community development or related field
- Demonstrated commitment to PCDC's mission

Critical Qualities:

- Knowledge, understanding of, and experience in primary care and community development strategies as well as local market knowledge of California's health care systems
- Demonstrated track record providing leadership for the development and implementation of strategic vision
- Commitment to primary care as key to building healthy communities and health equity
- Strong oral and written communication skills, including experience speaking publicly in diverse forums
- Strong organizational and analytical skills, including using and understanding data to inform decision making
- Strong interpersonal skills and proven ability to work effectively with a wide variety of people and organizations, and in culturally and ethnically diverse environments
- Experience building and facilitating relationships within and among various sectors

- Self-motivated, a positive attitude, and enthusiastic to work in a start-up and entrepreneurial environment
- Demonstrated experience in successful grant writing, business development and/or other fundraising
- Ability to travel around California and the West Coast, including a valid driver's license, in addition to at least semi-annual travel to New York City.

To Apply:

We offer a competitive salary and comprehensive benefits package. **For immediate consideration, please email your cover letter, resume and salary requirements to: employment@pcdc.org with "Senior Director, Strategy and Business Development - CA" in the subject line.**

The Primary Care Development Corporation (PCDC) is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, gender, gender identity or expression (including transgender status), sexual orientation, national origin, ancestry, citizenship status, age, disability or handicap, veteran status, marital status, pregnancy, genetic information or any other characteristic protected by applicable law.