



POSITION: Practice Leader (PL)
SECTOR: Health Services
AGENCY: Revive, www.revivepr.com
LOCATION: Nashville, TN or Santa Barbara, CA
YEARS EXPERIENCE: 15+ years
REPORTS TO: CEO/CAO

THE POSITION

Reporting to the President of the firm, the Practice Leader is one of the top senior executives of Revive. The Practice Leader drives business development and will share overall responsibility for increasing Agency revenues with the firm's President. The Practice Leader will leverage his/her relationships and deep experience as a health care industry leader to continue the firms' faster-than-expected growth. Revive principals are seeking a savvy health care strategist with an entrepreneurial mindset to provide leadership that contributes to the financial health of the firm.

The new Practice Leader will expand the agency's footprint in the Health Services sector from new types of work for health services clients, including wellness, disease management, and population health management. Recognizing the blurred line between Health Services and Healthy Living, the Practice Leader will also drive the firm's expansion and secure new client engagements in wellness, prevention, sports medicine, fitness, and nutrition.

The ideal experience for the Practice Leader is in the Health Services sector, health-related wellness companies, or both: hospitals and health systems; physician organizations and specialty providers, Ambulatory Surgery Centers (ASCs) and Long-term Acute Care facilities (LTACs); health care IT companies; disease management organizations; Pharmacy Benefit Managers (PBMs); wellness companies; health insurance organizations; health care associations, and pharmaceutical engagements aligned with wellness initiatives.

Revive seeks a leader who can maximize business from today's health care environment while also positioning the firm to take advantage of changes in the industry and new models of care delivery. He/she needs to be a savvy professional attuned to quickly shifting priorities in the health care industry and health trends in the country, and one who stays a step ahead of the effect that health care reform will have on client business objectives. Intellectually agile and informed, the Practice Leader will monitor and engage as health care reform continues to unfold, ensuring that the firm is positioned to provide counsel that advances clients' needs. He/she will possess a deep understanding of common industry practices, business relationships, and business models and the ability to demonstrate his/her experience to a market segment poised for significant growth.

The Practice Leader will step into an Agency that ended 2011 at \$4.5 million in fee revenues, and is projected to generate \$5.7M in 2012. The Practice Leader will lead the effort to grow revenue by 20% per year through relationship cultivation, network development, social media, speaking engagements, writing and seminar opportunities, and other venues to promote the Revive brand and identify potential clients.

THE RESPONSIBILITIES

New Business Development: This professional will leverage his/her relationships and the firm's reputation to grow Agency revenue and will participate in the firm's strategic planning process in a manner consistent with the agreed-upon plan. He/she will provide thought leadership on the issues facing target clients and look for opportunities to increase the firm's presence in the target industry areas. Developing prospects, leveraging relationships, networking in the industry, and closing business are expected of the successful candidate, who will help develop proposals, budgets, and highly effective strategic communication programs for new clients.

Strategic Counsel and Client Relationships: Primary responsibility for client service will be in the hands of the EVP, SVP, and VP-led project teams. The Practice Leader will build the near-term and long-term revenue pipeline, both new business and organic growth, while building client relationships and crafting strategies that client service teams can profitably execute. The emphasis is less on utilization and more on overall firm and practice area growth. To meet this objective, the Practice Leader will direct, manage, and supervise the efforts of the team to produce high-quality strategic counsel for Revive clients. Creating macro-strategy for clients and maintaining client contact as needed to nurture and grow relationships, he/she will review plans and other crucial client materials to ensure that strategies and approaches provide value to clients, helping them achieve their goals. This professional's experience and expertise are offered as a resource to team members to develop plans for executing the client strategy.

Industry Relations: The ability to develop and retain relationships with the broader health care industry community – including industry consultants, association leaders, legislative contacts, service providers, lawyers, and referral resources – is the key to success. Familiarity with the industry analyst community is also a plus, both in identifying trends but also revealing opportunities for new business. This professional will position the firm by speaking at industry events and creating a presence for Revive in key industry trade publications. The Practice Leader will identify and take advantage of opportunities to speak at industry and trade events that host target clients, referral sources, and industry thought leaders.

Media Relations: The Practice Leader will develop and retain relationships with industry and trade media to lead firm growth. This will include product and services launch support, media training, talking points, and – if appropriate – client crisis support. He/she will provide counsel to teammates as they help develop effective media relations programs for clients and deal with tough media issues in a competitive marketplace. The Practice Leader will oversee programs to drive editorial coverage and connect grassroots campaigns with media relations efforts.

Social Media: The ideal candidate will be astute with regard to successfully managing the development/implementation of digital communications as part of the agency's marketing mix and as part of a broader communications strategy that includes website development, Facebook, Twitter and YouTube, among others. This professional will be a strategic thinker who understands the impact of digital communication and has demonstrated experience in counseling clients and prospects about the role of social media/online influencer campaigns in their overall marketing mix.

Research: The successful candidate will develop research programs to uncover perceptions and provide strategic insight, resulting in provocative messages that maximize the effectiveness of client campaigns. Working with outside research partners for qualitative and quantitative research, he/she will develop the needed research platforms and analyze the results to provide strategic insight and targeted messages and strategies for our clients. This leader will develop new methods for building the information-gathering

capability of the firm.

Writing: This professional will masterfully produce high-impact, effective, emotional messages for clients and review copy for team members, to ensure that key deliverables meet the firm's standards for quality. He/she will ensure effective, persuasive business writing, strategic plans and message maps, and copywriting for consumer awareness campaign elements (social media, direct mail, collateral, media relations materials, and other tools).

THE ESSENTIALS

Education:

Bachelors degree is required

Experience:

- 15 years or more experience in public relations, issues/crisis management, investor relations, or media relations
- Management consulting or business strategy experience in health care is strongly valued
- Agency experience required
- Passion for wellness and healthy lifestyle preferred

The Qualities and Attributes You Need to Succeed:

- A drive to win and a focus on results
- A love of PR, issues management, and marketing
- An "addiction" to quality thinking and performance, and commitment to personal mastery
- An attitude of team abundance and a sense of humor
- A genuine care for others and a habit of being truthful even when it hurts
- Personality and leadership style consistent with Revive's culture and values

THE FIRM

Revive is a national public relations firm specializing in Health Services and Healthy Living. Named "New Agency of the Year" in 2010 by *The Holmes Report* and "Best Agency to Work For" in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 20 professionals on staff, Revive has offices in Santa Barbara, California and Nashville, Tennessee. To learn more, visit www.revivepr.com.