
	Department	600 Product Management
	Job Title	Product Manager
	Document ID:	600-0003-r100301 Product Manager.docx
	Document Date:	2010.3.01:09:45

JOB TITLE		EFFECTIVE DATE	PERCENT OF TIME
Product Manager		22 February 2010	100%
DEPARTMENT/DIVISION	SUPERVISOR'S TITLE		WORK LOCATION
600 Product Management	Chief Executive Officer		SHP Main Office
SUPERVISION/DIRECTION RECEIVED			
	Close Supervision		Supervision
	Direction	x	General Direction
MANAGEMENT LEVEL			
X	Supervisory		Non-Supervisory
			Not Applicable

<p>GENERAL SUMMARY OF DUTIES / RESPONSIBILITIES</p> <p>The Product Manager plays a critical role as liaison between Customer Management and Software Engineering. Duties and Responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> • Manages corporate operations for CEO with authority to act as an officer of the Company • Supervises Director of Customer Management that supervises Customer Management that provides high quality technical support to SHP customers. • Functions as an integral part of the HIPAA Committee and monitors compliance with guidelines as it relates to the Company's products • Maintains high market visibility and credibility within the home care industry with clients, software vendors, business partners, trade industries, publishers, consultants, and others • Conducts self as a key representative of the company and its brand in professional demeanor, dress, written communication, etc. • Screens ideas from clients and staff, assists in evaluating merit and long-term usability of the data or feature • Works with Engineering to turn viable concepts into usable technology features/functionality through the development of product specifications • Develops the design, layout, formatting of reports and data in conjunction with others and determines the most effective method of delivery to various stakeholders • Works with the Engineering department to perform quality assurance testing on product output • Serves as a product resource and educator to SHP Engineering, Technology, Customer Support, Sales, Administration, and SHP consultants, contractors, software vendors, and business partners • Communicates effectively with all levels of clients (CEO, CFO, field staff, etc.) about use of SHP data and assists with performance improvement, use of data for accreditation and regulatory purposes, etc. • Continually assesses industry and client hot topics, then recruits speakers, oversees organization of Webinars • offers data and articles to publishers and newsletters, including SHP Strategic Data e-newsletter • Attends select trade shows • Manages customer retention responsibilities in an oversight capacity along with Customer Support, Administration, and Regional Managers • Supports sales staff by participating in product demonstrations; ensures that the product demonstrations are effectively communicating the product's value to prospects • Works with Engineering to maintain relevant "demo account" data • Manages all customer education and training programs and ensures highly relevant and organized content and delivery
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BACKGROUND AND SKILLS REQUIREMENTS:					
Education (Check Minimum level)		Experience		Computer Skills	
	High School	X	Healthcare Industry		PC (Windows Based)
	Associate Degree in related field		Trade Shows	X	MS Word
	Bachelor degree in related field		Conferences	X	MS Excel
X	Graduate Degree in related field	X	Public Speaking		MS PowerPoint
	Doctorate in related field	X	Presentation Skills	X	MS Access
			Cold Calling	X	Microsoft SQL Server 2005 & 2008
				X	Ms Project
Technology Skills		Other Required Experience		X	MS Visio
	Visual Basic .Net	X	GoTo Meeting		Dreamweaver
	Visual Studio 2000, 2005 and 2008	X	Webinars	X	Sharepoint
	Selenium Web Testing	X	Teleconferencing	X	Adobe Acrobat Professional
	Nunit Testing Framework		Knowledge of Relational Data Base Structure		SQL Server Queries
	XML and .Net Webservice Technology				Adobe CS4 Design Suite
SPECIAL CONDITIONS OF EMPLOYMENT (Licenses, certificates, credentials, altered work schedules, furloughs, travel, etc.)					
Requires an advanced degree in area of specialty and at least 15 years of experience in the field or in a related area with 8-10 years of experience in product development. Familiar with healthcare industry concepts, practices, and procedures.					
Knowledge, Skills, Abilities, and Experience: <ul style="list-style-type: none"> • Possesses and maintains high level knowledge of all markets (Home Health, Hospice, Infusion, Private Duty, HME, Patient Satisfaction, etc) and dimensions of management, financial, clinical, administrative, accreditation, regulatory, etc. • Maintains current knowledge of competitor's offerings • Ensures that SHP maintains its leading edge position in regard to product offerings • Manages in a spirit that supports the company culture and brand, while raising organizational process and compliance to a higher level • Speaks at regional and national level 					

ESSENTIAL DUTIES OF THE JOB		
PERCENT OF TIME	FREQUENCY	ESSENTIAL DUTIES* (List in order of importance)
20	Daily	Top Product Management Executive Directs and oversees all aspects of product life cycle management including understanding market demands, technology trends, and the competitive field. Responsible for managing the strategic product roadmap, product development, product launch, and product marketing in order to gain maximum benefit from each product.
80	Daily	Web Product Manager III Initiates and oversees the coordination of products throughout their lifecycle, from strategic definition to end-of-life planning. Develops the product strategy for online services. Translates customer/clients needs into new features and new services. Writes and implements product specifications.



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NON-ESSENTIAL DUTIES OF THE JOB

PERCENT OF TIME	FREQUENCY (d,w,m,q,y)	NON-ESSENTIAL DUTIES
		None

REQUIREMENTS:
 "F" for frequently; "O" for occasionally; "N" for not at all.

PHYSICAL		Must carry/lift loads of:		ENVIRONMENTAL
On the job the employee must:		X	Light (up to 25lbs.)	On the job the employee:
X	Bend		Moderate (25-50lbs.)	Is exposed to excessive noise
X	Sit		Heavy (over 50lbs.)	Is around moving machinery
X	Kneel/Squat			Is exposed to marked changes in temperature and/or humidity
X	Stand	MENTAL		
X	Walk		On the job the employee must be able to:	Is exposed to dust, fumes, gases, radiation, microwave (circle)
	Crawl			
X	Climb Stairs, Steps	X	Read/comprehend	Drives motorized equipment
X	Push/Pull	X	Write	
X	Handle objects (manual dexterity)	X	Perform calculations	X Works in confined quarters and is subjected to typical office noise
		X	Communicate orally	
X	Reach above shoulder level	X	Reason and analyze	
X	Use fine finger movements			
	Other:		Other	Other