**Business Development Manager**

**Location: Yorkshire**

**Reports to: Director of Business Development & Partnerships**

**Working with: Head of Private Patients, Private Growth Team, PRC, Finance**

**Introduction:**

Vista Health is a leading UK healthcare provider specialised in diagnostic services, such as MRI, CT and Ultrasound for the private healthcare sector. We offer fast assessment turnaround, expert diagnosis and world class reports from fully qualified radiologists. From our creation over 10 years ago, we have focused on providing accessible and affordable services for everyone from professional sportspeople to patients who are trying to regain their health after injury or illness.

We are looking for an experienced Business Development Manager to join our high performing team and help grow our customer portfolio of clinical referrers. Demand for diagnostic imaging continues to grow across the UK, and private referrers such as physiotherapists, chiropractors, consultants and private GPs are looking for fast access and excellent service for their patients. We seek a seasoned candidate to enhance our standing in this industry and attract fresh clients through diverse marketing and sales development tactics.

This role offers great autonomy and plenty of exposure, as you will have commercial responsibility for the revenue and margin performance for our growing portfolio of clients – an area where we see great potential for growth in the future. As a BDM, we know you'll be able to positively contribute to a fast paced and sometimes challenging environment, developing initiatives and working closely with the wider team.

Previous experience of working in the private Healthcare sector, Private Medical Insurance or similar is desired, but not essential. The drive to understand these markets, build senior relationships quickly and win around these clients to the Vista proposition will be necessary.

**What you will do:**

* Deliver the plan for high growth within our portfolio of existing and new clients.
* Strategic account development with new business opportunities from existing partners and identify new growth opportunities within existing relationships.
* Analyse management information to support activities and growth.
* Build strong, lasting relationships with senior purchasers of healthcare services in this market - always demonstrating professionalism and promoting Vista services.
* Maintain the CRM system and advocate its use within the wider team.

**What you are responsible for:**

* Demonstrate values, behaviours, and general conduct in line with company standards
* Achieve personal monthly KPIs and any additional targets as defined by your Line Manager
* Grow business volumes – on the road, expo’s, lead generation.
* Maintain excellent relationships with partners at all levels.
* Identify and develop new income opportunities within existing relationships and produce business cases to support.
* Liaise with Marketing to ensure we have the best material to support our growth.
* Design & confirm partner system / process requirements.
* Understanding of regulatory requirements.
* Live and breathe key metrics and data, analysing and identifying any drops in performance and then putting a plan together to address any issues found.
* Construct innovative ideas to further develop the performance through conversion and revenue.
* Improve conversion rates by assessing all aspects of the client journey.

**What people see in you:**

* A background in the Private Health industry.
* An articulate and confident communicator with strong interpersonal skills, proven to command respect with senior managers in the industry and with the ability to communicate with a range of stakeholders.
* A decisive person who anticipates and prepares for potential problems before they arise but also prepares contingency plans.
* Awareness of the industry and the opportunities within.
* Business Development, Relationship Management, or transferable skills such as sales, telesales or customer service.
* Self-starter who is motivated to explore and propose additional/incremental revenue streams.

**Why work for us:**

Vista Health is a fast-growing part of InHealth, and a pioneer in private healthcare – offering affordable diagnostics and healthcare at scale to consumers, insurers, and companies.

Our people say that InHealth is a great place to work, with excellent packages and reward for achievement, no matter how small. You will receive a competitive basic salary and the opportunity to receive annual performance related increases. Full product training, coaching and ongoing support will be given to help you build a career for life. We also offer great benefits including:

* 27 days holiday plus bank holidays
* Company pension scheme
* Life Assurance
* Private Medical Insurance
* Discount gym membership
* Employee Advantage scheme -giving you discounts with over 3000 retailers
* Cycle to work scheme