Job Description: Product Manager, Digital Experience
Cala Health, Inc.

About Cala Health

Cala Health is a bioelectronic medicine company transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies merge innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, and its vertically integrated commercial model is reshaping the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive prescription therapy for essential tremor. New therapies are under development in neurology, cardiology, and psychiatry. Cala Health is headquartered in the San Francisco Bay Area and backed by leading investors in both healthcare and technology. For more information, visit CalaHealth.com.

The Opportunity

The Product Manager, Digital Experience will strategize and execute plans to build products and features that focus on driving customer-centric offerings, user engagement and behavior. As a member of the Digital team, the successful candidate will have direct influence on our entire digital ecosystem, and the outcomes that we deliver for our users and the business. The ideal candidate will leverage customer insights to deliver a useful and personalized client experience resulting in increased consideration, engagement, usage, loyalty and advocacy of our therapy. We are looking for a hands-on, highly engaged, self-motivated individual to work across departments and demonstrate the capability to deliver cutting edge digital products that have a direct positive impact on the bottom line. The manager will work most closely with Project Managers, Product Manager, Data Scientists, external designers, technology partners, and our Clinical team.

- Work with a diverse set of stakeholders to identify, define, and scope solutions that drive digital transformation at Cala Health and the product ecosystem. Focus will be on how to improve the digital patient experience, from education, access to therapy and ongoing chronic care management.
- Manager will own digital product roadmaps supporting the consumer lead thru Chronic Care continuum, enabling workflow automation and optimal patient engagement. The manager is also responsible for analyzing and identifying the most pressing problems impacting Cala patients and/or practices, prioritizing the user and business opportunities, and developing scalable solutions to these customer experience and technical issues.
- Lead and manage market research as needed, developing a thorough understanding of the customer's needs, new technologies, and trends in the market, and develop new product concepts, designs, and/or enhancements to existing product design to meet their identified market and user requirements.

- Execute and manage implementation of commercial releases. Lead cross-functional teams through all aspects of the launch process. Establish timelines and manage projects to budget and target timelines. Measure product success through post-launch product feedback to ensure goals met.
- Given one of the key outcomes is to determine a patient's urgency, condition and preferences from vast amounts of unstructured and structured data and match that patient to an appropriate solution, the manager will work with the Data teams to define opportunities to leverage machine learning algorithms in the products.
- Solutions will include a mixture of optimization, customization, and implementation of our portals, provider and payor solutions, solutions co-developed with technology partners, and custom in-house developed solutions. Digital Product Manager will work to extend and drive adoption and usage of the Portals while addressing stakeholder problems. When solutioning with Cala hardware devices, ensure they are securely integrated, and the user experience is harmonized and rationalized.
- Continuously evaluates when it's time to pivot, persist, or double-down on their product. Responsible for driving and monitoring the key performance indicators and measurement plan that define success for each product and the business opportunity overall. The manager will have demonstrated experience of product managing B2C or B2B digital products, and the ideal candidate will have experience working with medical devices
- The Digital Product Manager is responsible for analysis, planning, and implementation of tactical programs. Understands user personas, problems, and needs, and will hypothesize, test, and measure product concepts. Works with the stakeholders to align the organization on the product(s) strategy(ies) and roadmap(s) and partner with multi-disciplinary teams on concurrent product development ranging from minimum viable products (MVPs) to medium product releases of diverse scope, size, impact and budget.

Desired Skills and Experience

- Five years knowledge and experience working as a product manager successfully launching and achieving outcomes for B2C, B2B, or portal digital products utilizing digital product development concepts, practices, standards and processes such as design thinking, lean product management, product strategy and roadmap development, user-centered design, agile and waterfall product development, data integration and product adoption
- Three year setting and using product KPIs and adaption metrics to drive evaluation and decision-making
- Two years working with various customer engagement & communication channels including SMS, email, phone, in person
- Bachelor's Degree in related area and / or equivalent experience / training
- Thorough knowledge of Agile Project Management tools.
- Strong oral communication skills to effectively convey and explain information
- Strong written communications skills to draft clear, concise documentation, reports, and specifications
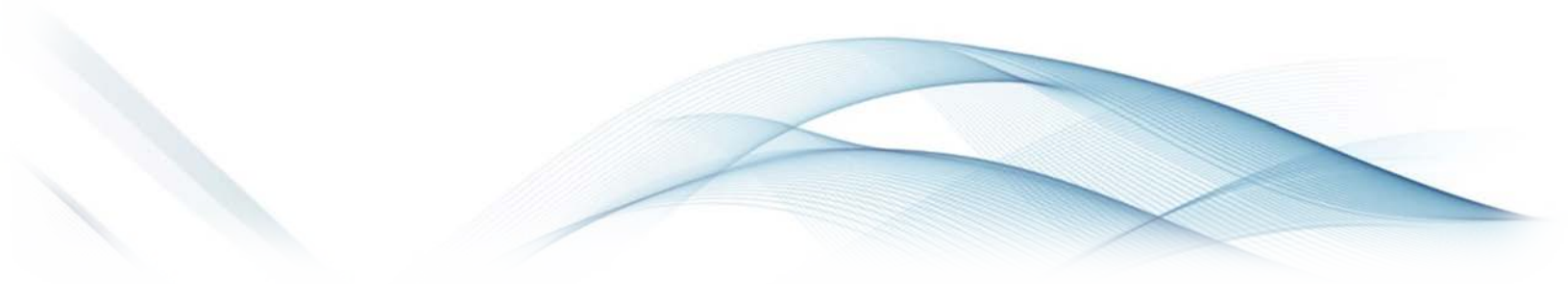
- Ability to lead, build consensus and promote the exchange of information among project team, internal and external constituencies
- Define, manage, and maintain Product Backlogs and co-ordinate the technical project plan for implementation and integration projects

Cala Health believes our success is based on diversity of people, teams and thinking. We offer all employees the tools, training and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate's sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

If you or someone you know might be interested in this position, please submit a resume & an introductory email to **careers@CalaHealth.com.**