



decisions and can monitor progress toward Alliance goals and organizational performance

Develops programs/benefits based on customer needs, sound actuarial principals, and goal-aligned incentives. Educates providers, carriers, and agents regarding the programs/benefits, oversees the monitoring/reporting of the programs/benefits and assures proper distribution of incentives

Oversees underwriting, grievance, and assessment functions of the Alliance. Acts as final arbitrator of disputes. Deals with unprecedented problems of strategic nature by conducting or directing extensive research from multiple areas of expertise. Anticipates, directs, and negotiates regarding highly complex or critical situations with any internal or external contact

2. Marketing Strategy: Develops a marketing strategy that creates and leverages effective relationships with the Board, legislators, agent and physician communities, carriers, and members.

Incorporates cross-marketing referral strategies, when appropriate, for Insure New Mexico Partners to include the State Coverage Initiative and the New Mexico Medical Insurance Pool.

Spearheads organizational opportunities to meet needs of all customer populations. Directs the active solicitation and collection of information about the market place, competition, product design, price, and organizational image.

Expands and improves the "Distribution System"; i.e., brokers, carriers, and providers. Oversees lead management to expand agent distribution system in the member's local community. Expands and improves provider and customer awareness about options for affordable health care. Enhances carrier relationships with the Alliance.

Oversees design of mass mailings, event coordination, advertising and newsletter production, press releases, broadcast faxes, marketing survey development and response tracking, and other special marketing projects as required.

Creates, maintains, and disseminates organizational environment for open communications, trust, and respect

3. Organizational Leadership: Provides a robust strategy that confronts reality, transforms the organization appropriately, focuses on the right issues, and exhibits an edge in execution. Appropriately incorporates Board feedback and advice.

Creates the organizational environment needed for constantly adapting, improving, and growing in order to strategically fill the health care niche of

increasing access to voluntary health insurance coverage for NM small employer groups and qualified individuals who were previously uninsured or who would become uninsured without the Alliance.

4. External Constituent Leadership: Exhibits leadership qualities with external constituencies, including Board members, carriers, legislators, agents, consultants, and communities in general. Represents the organization to inside and outside constituents and customers through community service, formal presentations, and marketing efforts. Recognized as an external expert.

Maintains and expands advanced, comprehensive understanding of terminology, processes/procedures, rules, and regulations of the many fields of the health care industry.

Maintains educational requirements for Third Party Administrator insurance license.

5. Team Building and Management Succession: Actively recruits and maintains a team of highly qualified individuals that can eventually provide succession based on supported growth. Ensures team's energy is well focused and effective. Incorporates feedback/advice of Board regarding team building and management succession.

Assesses organization's developmental needs and provides long-term direction to ensure employees have knowledge and skills to meet business strategies.

Develops strategies to instill sense of common purpose, joint mission, and mutual accountability.

6. Board Coordination: Oversees Board coordination activities to ensure a focused, effective, and constructive Board. Manages staff to ensure agendas and materials are provided in time for Board review. Ensures topics are focused in nature with appropriate supporting documentation for quick review and decision making. Provides interim communications to ensure Board is kept informed as necessary. Ensures compliance with open meetings act. Supports Board recruitment and succession planning activities to ensure appropriate representation on the Board to meet the Alliance goals and objectives.

Provides recommendations and supporting information to the Board to facilitate its responsibility in setting Alliance goals, objectives, and general policies. Directs implementation of Board policies.