

Encoda Sales Account Executive Job Description

About Encoda

Encoda is a leader in real-time healthcare reimbursement automation and technology enabled revenue cycle management services, that empower medical business offices to cost-effectively collect the most money, in the shortest time possible. Encoda was founded in 2006 to design, develop and offer a revolutionary central billing office software platform that remedies the inadequacies of today's medical billing software and clearinghouses, and maximizes the use of HIPAA compliant electronic transactions. That software is our patented, Encoda BackOffice™.

When we designed Encoda BackOffice we drew from more than thirty years of experience developing and implementing physician practice management software, and most importantly, we committed **not** to conform to the all too common, inefficient, and disjointed functionality of today's clearinghouses and practice management systems. We tackled healthcare reimbursement automation by focusing on first principles. We committed to re-imagine how the revenue cycle could be versus what it currently is and what it used to be.

Encoda Products & Services

Encoda BackOffice is a cloud-based medical billing platform that bridges workflow gaps between practice management systems, clearinghouses, and payers. Fix a claim in Encoda BackOffice and it's automatically fixed in the practice management system; one touch and done! Encoda BackOffice features our patented claim "fingerprint" process and ensures nearly a 100% match on outbound claims to their resulting payer transactions. Payer and client specific business logic is then wrapped around actionable data to drive transactions that require staff attention immediately to the appropriate billing team member. Encoda BackOffice, drastically improves the process of managing claims, rejections, and denials, reducing days in A/R.

Encoda Maestro Analytics™ is Encoda's comprehensive dashboard reporting and analytics platform, that extracts data from practice management systems and combines it with payer data, creating intuitive, easy to use, web-based dashboard reports. Maestro Analytics contains every financial record ever processed by a PM system and features a robust data mart, enabling users familiar with Microsoft Excel, to analyze a massive quantity of medical billing data quickly and easily. Maestro Analytics' feed of data for pivot tables allows clients to comprehensively analyze and report data on most any parameter within a PM system. Maestro Analytics provides 100% transparency into the billing and collections cycle, is automatically updated daily, and is available 24x7 on a PC, Mac, iPad, tablet, or mobile device, using either iOS or Android operating systems.

Encoda's Technology Enabled RCM Services are powered by Encoda BackOffice and Maestro Analytics, and our experienced billing team. Encoda's tools and technologies help streamline and automate RCM workflow while enhancing the billing cycle, providing detailed transparency and visibility into the revenue cycle management process. Encoda's patented software, combined with our experienced billing staff, are at the heart of our services and what separates us from all other RCM companies. Encoda believes in 100% transparency and provides our RCM clients with access to Encoda BackOffice and Maestro Analytics as a part of our service model.

Whether performing billing in house using Encoda's robust software or using Encoda's experienced billing team to perform billing services for a medical practice; Encoda clients significantly improve their rejection and denial management processes, reduce days in A/R, increase medical reimbursement, and receive a level of visibility and transparency into their billing cycle via Encoda BackOffice and Maestro Analytics that other solutions on the market do not provide.

Position Summary

Encoda's Account Executive will be responsible for making initial and subsequent contact to Encoda's targeted prospective client base. This position will be held accountable for working through Encoda's list of prospective clients in salesforce.com and other prospect research tools, making outbound phone calls and sending introductory and subsequent emails with the immediate goal of establishing a first meeting with Encoda. This account executive will be trained to conduct an initial introductory meeting which includes performing an initial demonstration of Encoda's products (Encoda BackOffice and Maestro Analytics) and be able to clearly communicate the company's points of difference.

Description of our ideal candidate

Our ideal candidate is self-motivated with a hunter mentality that is results oriented. This candidate will establish and maintain a strategic focus on creating qualified sales opportunities in both the SaaS and RCM services categories. We are looking for an account executive who is willing to get in the trenches and roll up their sleeves to achieve sales success, and one who has the ability to produce sales results. This team member will work diligently to meet and exceed individual and team sales targets, while participating in all levels of the sales cycle – prospecting to closing.

Sales Responsibilities:

- Proactively build the company's sales pipeline by making initial and subsequent contact with the company's targeted prospects to identify, qualify, and develop quality SaaS and/or RCM sales opportunities.
- Use salesforce.com to track all outbound activity (phone, email, face to face meetings), creating new sales opportunities once qualifications are met, then nurturing prospective clients through each opportunity stage of the sales funnel until closed.
- Collaborating with company sales and marketing management to strategize prospective client movement through each stage of the sales pipeline until closed.
- Ensure data integrity, forecasting and closing dates by entering and maintaining accurate and useful prospective customer data including customer contact information, contact activity, and interactions, in salesforce.com.
- Represent the company at key industry events, trade shows, conferences, and client meetings as requested by company.
- Establish and maintain a basic understanding of competitive solutions.

Qualifications

- Minimum 4-year college degree from an accredited university
- Tech savvy, natural interest in technology and how it can improve medical practice financial outcomes.
- 1-2 years successful SaaS sales experience desired by not required

- Strong desire to be in a sales position and perform the daily outbound sales activities of making cold calls, sending introductory emails, and conducting initial sales meetings to determine level of interest to qualify leads
- Highly motivated and coachable with strong work ethic and desire to succeed
- Computer proficiency required; must possess strong working knowledge of Microsoft Excel, Word, and PowerPoint. Knowledge of Salesforce is preferred but not required.
- Must be comfortable with virtual meeting platforms such as Zoom, Microsoft Teams, etc., to conduct virtual meetings, presentations, and product demonstrations.
- Excellent written, verbal, and interpersonal skills.
- Ability to multitask, prioritize, and manage time effectively.
- Strong attention to detail.
- Domestic travel to tradeshow, conferences, and client meetings (as requested).

Available Benefits

- 401(k)
- Health insurance
- Dental insurance
- Vision insurance
- Life insurance
- Disability insurance
- Paid time off

Encoda is an equal opportunity employer and offers competitive compensation and benefits package.

To apply, please send your resume and cover letter to: info@encoda.com