



## **Director of Strategic Partnerships: Healthcare and Community**

### Organization Profile:

Open Source Wellness (OSW), an Oakland-based 501(c)3 nonprofit founded in 2016, is dedicated to transforming health care and health outcomes in partnership with communities. OSW partners with clinical providers and payers to deliver its experiential “Community As Medicine” model, achieving clinical patient outcomes and generating revenue for Federally Qualified Health Centers (FQHCs) and other clinical delivery systems. Utilizing culturally-relevant health coaches and peer leaders to support diverse and transdiagnostic populations, OSW combats social isolation while uplifting the practices that underlie health and wellbeing: MOVE (physical activity), NOURISH (healthy meals), CONNECT (social support), and BE (stress reduction). OSW can be understood as a “Behavioral Pharmacy,” delivering on the “Behavioral Prescriptions” that primary care, specialty care, and behavioral health providers offer to their patients who are struggling with (or at risk for) a behaviorally-mediated condition (diabetes, hypertension, depression, cardiac disease, anxiety, etc). The organization is 70% revenue-based and 30% grant-funded and has doubled in size every year since 2016. For more information, please visit [www.OpenSourceWellness.org](http://www.OpenSourceWellness.org).

### Our Culture:

OSW is made up of a diverse, devoted, and passionate team who are committed to our mission and vision of Community As Medicine. We work in a collaborative environment where communication, authenticity, integrity, and continual learning are uplifted and celebrated. Our culture thrives by embracing justice, diversity, equity and inclusion, including cross-cultural understanding. Vitality, vulnerability, play, and feedback are at the forefront of the way we engage our participants and each other. Research and demonstrated outcomes drive our program and are key to our goals of transforming the way medicine is delivered.

### Position Overview:

Reporting to the Executive Director, the Strategic Partnerships Director is primarily responsible for the development, initiation, and management of new strategic business relationships. The role will include all aspects of business development (strategy and execution), with the aim to grow

Open Source Wellness from a 1M budget (current) to ~5M over the next 3 years. Key foci will include:

- Nurturing and growing existing funding relationships with clinical, housing, and community partners.
- Identify, develop, and secure new contracts. We anticipate that this will primarily be with clinical partners, but could also include government, housing, corporate, and other partners.
- Stay abreast of policy and regulatory reforms / initiatives to enable OSW to orient its services and programs accordingly. *Identify potential additional revenue models.*

Fundamental to the role is the ability to meet agreed-upon revenue growth targets.

### Responsibilities

#### *Growth Strategy Design (20% time allocation)*

- Guide the OSW leadership team to define priorities, initiatives, and cultivation strategies that will advance the organization and engage a variety of new strategic partners.
- Utilize deep knowledge of healthcare billing and contracting, value-based care arrangements, current/future innovation in healthcare, positioning, marketing, and sales to outline a growth strategy for OSW over the next 3 years.

#### *Growth Strategy Execution (70% time allocation)*

- Directly execute sales, marketing, relationship-building, and growth strategies.
- Conduct outreach, build relationships, design partnerships, and meet growth goals.
- Serve as an external spokesperson for OSW with key clinical, corporate, nonprofit, philanthropic, and media partners increasing national visibility and brand awareness.
- Use existing and build new networks to drive growth.

#### *Misc Organizational and Programming Engagement (10% time allocation)*

- Participate in key organizational activities (e.g., Justice, Equity, Diversity, and Inclusion [JEDI] learning program, budgeting, HR/culture, and supervision of other team members).

Position starts at .5 FTE with potential to grow to 1.0 FTE. Salary range *at full-time* is \$80,000 - \$150,000, depending upon experience and qualifications.

### Qualifications:

- Demonstrated track record of success and leadership in an entrepreneurial environment achieving outcomes in the following areas:
  - Developing and executing an organizational strategy to expand business and partnerships while maintaining quality.
  - Engaging and fostering mutually beneficial strategic relationships.
  - Serving in a leadership capacity within a startup-growth phase.
- Clinical healthcare experience (Ideally MD or DO, other clinical roles and leadership experience welcome as well)
- Exceptional written and verbal communication and relationship building skills, with a natural ability to interact comfortably with and understand the interests of a variety of constituents and inspire enthusiasm for the organizational mission.
- Deep knowledge of current healthcare policies and practices.
- Comfort, experience, and enthusiasm for designing a sales/marketing strategy and directly executing that strategy.
- Deep understanding of the OSW “Community As Medicine” model and program.
- Desire to work and contribute within a progressive, diverse, anti-oppressive organization and a devoted team.
- Comfort with occasional travel as needed. Position is largely remote/virtual.
- Graduate-level education (MPH, MD, MBA, or another related field) are likely required in order to possess the necessary skills and experience, but we welcome applications with a variety of educational and professional backgrounds.

#### Role Specific Competencies:

- Communication—Utilize excellent written and verbal skills to effectively tailor and communicate a message to a particular audience to meet relevant goals, using clear, concise, appropriate, and engaging language.
- Sales/Marketing Orientation – Conduct outreach with ease and enthusiasm.
- Initiative - Proactively create and follow through on new ideas and strategies.
- Forward Thinking - Anticipate the implications and consequences of situations and take appropriate action to be prepared for possible contingencies.
- Thoroughness - Ensure that one's own and others' work and information are complete and accurate; carefully and responsibly prepare for meetings and presentations; autonomously follow-up with others to research required information from relevant stakeholders and ensure that commitments have been fulfilled.

#### Application Instructions:

To apply for this position, please submit a cover letter and resume to Dr. Elizabeth Markle at [Liz@OpenSourceWellness.org](mailto:Liz@OpenSourceWellness.org). In your cover letter, please address the reasons for your interest in the position, your direct experience with growth strategy and execution in health contexts, and any firm salary requirements you may have. OSW is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position. Applicants from historically disadvantaged communities and those speaking languages in addition to English are strongly encouraged to apply.