

<b>Job Title:</b>	Product Specialist – Ion Endoluminal
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<b>Department/ Business Unit:</b>	Robotics	<b>Reports to:</b>	Business Manager
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## Job Purpose

- Clinical and technical expert for Ion (robotic-assisted bronchoscopy system).
- Drive the commercial launch and success of the Ion Endoluminal system across Australia through installation and utilisation of systems at hospitals.
- Engage with key stakeholders, including respiratory physicians, interventional pulmonologists, thoracic surgeons, nursing and clinical personnel.
- To manage a territory and drive growth and adoption of the Ion Endoluminal system in accordance with strategic direction.

## Reporting/Working Relationships

- Reports to the Business Manager – Ion Endoluminal.
- Collaborates closely with the Business Development Manager/s for Ion Endoluminal.
- Works closely with Device Technologies Marketing team for events and conferences

## Key Responsibilities

### Sales strategy execution:

- Implement sales strategies to ensure market adoption and penetration to achieve revenue targets.
- Work with the Business Development Manager/s to build a strong capital pipeline through clinical milestone activities.
- Drive utilisation of installed Ion systems through identifying and training new potential Ion physicians and surgeons.
- Prepare monthly reports.

### Stakeholder Management:

- Identify, build and manage relationships with target physicians and surgeons, KOLs, department heads, clinical personnel.

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**Clinical Expertise and Product Support:**

- Act as the subject matter expert for Ion, providing detailed technical knowledge and clinical support to surgeons, respiratory physicians, and operating room staff.
- Attend and support live clinical cases to assist healthcare professionals in using the system effectively and achieving optimal patient outcomes.

**Customer Training and Education:**

- Conduct product training sessions, educating physicians, surgeons, nurses, and operating theatre staff on the Ion system's capabilities and best practices.
- Provide continuous post-installation support to ensure customers are confident and proficient in using the system.

**Customer Relationship Development:**

- Build and maintain strong relationships with hospital teams, offering hands-on training and troubleshooting assistance to ensure the system's successful integration into clinical practice.
- Gather user feedback to refine best practices and address any clinical or technical issues.

**Collaboration and Market Education:**

- Collaborate closely with the Business Development Manager/s to support sales efforts by offering clinical expertise during the sales process.
- Engage with KOLs and societies like Lung Cancer Australia to promote Ion and drive market adoption through education and advocacy.

**Training & Development:**

- Complete technical and sales training through Intuitive Surgical in the United States.

**Quality and Safety Requirements and Responsibilities**

- Comply with Quality System requirements;
- Take reasonable care for your own health and safety and do not negatively affect the health and safety of others. Comply with any instructions and follow any policy, procedure or work instruction relating to health and safety at the workplace that has been notified to you;

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- To ensure compliance with applicable legislation, customer requirements and given the exposure risk to the business, it is a requirement of this role that you maintain any appropriate vaccinations and background checks as appropriate.
- Conduct all activities and duties as part of this role in full accordance with company policies, procedures, and values.
- Understand and adhere with Principals' applicable compliance, code of conduct policies and procedures;
- Understand and adhere with MTAA &/or MTNZ Code of Conduct.

## Selection Criteria

### Essential

- Understanding of Device Technologies policies and procedures including any vaccination and background checks in line with your role and responsibilities.
- Experience in lung cancer/disease diagnosis and treatment and associated customers e.g. Respiratory physicians, interventional pulmonologists, physicians and surgeons.
- Proven track record in sales of medical devices/drugs in a hospital setting.
- Proven ability to exceed sales targets in a high-pressure environment.
- Strong technical acumen with the ability to train healthcare professionals on complex medical devices.
- Excellent communication and relationship-building skills with a focus on surgeons, respiratory physicians, and OR teams.
- Ability to travel between states.
- Sound computer skills.

### Desirable

- Relevant tertiary qualifications
- Regulatory affairs understanding