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**POSITION OVERVIEW FOR DISTRIBUTION**  
**Managing Director of Programs, American Kidney Fund**

**Executive Summary: Overview of the Organization and Position**

Javelin Partners has been retained by the American Kidney Fund (AKF) in Rockville, MD, to recruit a high caliber candidate for the position of **Managing Director of Programs**. The ideal candidate will have knowledge of the dialysis and nephrology sector. The candidate should be familiar with Medicare, Medicaid and private reimbursement policies and have strong management skills. The position reports to the Chief Executive Officer (CEO) and has six direct reports. The current Managing Director is retiring.

AKF was founded in 1971 to help a single individual with kidney failure pay for dialysis. Today, AKF has become the leading source of direct financial aid for chronic kidney disease patients across the nation. In 2006, AKF served more than 63,500 patients, distributing \$81.9 million in grants. This assistance helps dialysis patients maintain their health insurance coverage and pay for expenses that insurance will not cover such as transportation, medications, special dietary supplements, kidney donor expenses and other treatment related essentials. AKF provides grants to pediatric kidney patients for summer or day camps and conducts an annual calendar drawing contest and Washington, DC weekend getaway for the calendar and cover art winners. AKF also seeks to enhance the care of renal patients by conducting quality educational programs for nephrology professionals and awarding clinical research fellowships. AKF educates kidney patients, their families and the general public about kidney disease—and its prevention and treatment—through a brochure series and toll-free HelpLine. AKF's Minority Education and Kidney Education (MIKE) Program is working to reduce the high rate of kidney failure through prevention education, outreach, and health screenings. AKF has employees conducting the MIKE program in Atlanta, Chicago, New York and Washington, D.C. and strives to build partnerships throughout the country for service delivery. AKF educates government and elected officials on the issues facing kidney patients and the importance of prevention. AKF also works to promote organ donation by distributing information and working with the Coalition on Donation.

**The Opportunity:**

In 1997, AKF responded to changes in the Centers for Medicare and Medicaid Services (CMS) regulation that necessitated a fully not-for-profit approach to the dispersal of charitable contributions on behalf of dialysis patients for payment of patient health insurance premiums. AKF's budget grew from \$9 million in 1997 to its current budget of over \$125 million as a direct result of the Health Insurance Premium Program (HIPP) and other kidney patient assistance need programs. AKF has built a very successful Programs Department in order to keep up with the growing need to educate its major constituents. The Programs area interacts regularly with dialysis and transplant patients, physicians, and governmental agencies and elected officials charged with making laws governing Medicare and Medicaid reimbursement for dialysis and its co-morbidities.

The Managing Director of Programs is part of a four person Executive Management Team that reports to the CEO. The successful candidate will oversee all of AKF's programs, including Patient Services, Public Education, Professional Education, and Outreach activities, specifically Minority Intervention and Kidney Education (MIKE), Patient Advocacy and Congressional Relations. The Managing Director supervises six directors to implement programmatic goals and objectives according to AKF's Strategic Plan. This process entails an ongoing assessment of needs and opportunities and developing, implementing, refining and evaluating new and existing programs to enhance and expand stakeholder services.

**The Advantages of AKF and the Position**

- **AKF is well regarded in the renal community and ranks highly with watchdog agencies as it relates to its governance practices and good use of the donated dollar.**
- AKF's financial position amongst its peer healthcare advocacy organizations is strong.
- AKF is well positioned for continued growth and looking for a leader who brings creativity and new ideas to the role.
- The Managing Director of Programs is a pivotal player in the senior team, helping to deliver key advocacy information to a large group of constituents including patients, physicians, CMS and members of Congress (who often play a key role in assisting their constituents who suffer from kidney disease).
- The CEO and other members of the senior management team provide excellent leadership and will allow this person autonomy while providing guidance and resources to help them to succeed in their role.

**Location:**

The Managing Director of Programs and their team are located in the AKF Headquarters in Rockville, MD.

**Corporate Culture:** AKF is a dynamic, mission-driven organization. The work environment is collegial and intellectually stimulating, relying on the competence and high level of cooperation of its committed employees.

**Key Responsibilities** The Managing Director's major responsibilities by division include the following:

**1) Patient Services** - delivers over \$100 million in grants and products to over 70,000 patients nationwide

**Primary Responsibilities**

- Oversee operations for the Health Insurance Premium Program (HIPP) -- a large, complex grant program; facilitate provider contributions and recommend and help implement strategies for addressing challenges and threats.
- Oversee operations of all other grant programs, with emphasis on developing and expanding the AKF's new Medicare Part D program, including strategies for increasing its corporate support.
- Evaluate and facilitate opportunities for new patient programs, improved grant delivery systems, enhanced customer services and data collection.
- Enhance patient, provider and renal professional awareness of AKF as the #1 source of grants and value-added patient services.

**2) Professional Education** - Educates directly approximately 1,000 health professionals annually through conferences, symposia, on-line courses, and national exhibits. AKF also produces a semi-annual *Professional Advocate* newsletter that reaches close to 20,000 renal professionals. The Managing Director also manages the Clinical Scientist in Nephrology (CSN) fellowship program for post-doctoral training.

**Primary Responsibilities**

- Guide development and enhancement of educational content, teaching modalities and venues with the goals of improving patient care, increasing AKF brand recognition and expanding sponsorship support.
- Foster innovative thinking and proactive scanning for opportunities to introduce new and enhanced educational products that can also attract corporate support.
- Enhance opportunities to identify AKF with the scientific accomplishments of its CSN scholars and attract corporate support.
- Develop and oversee distribution of *Professional Advocate* Newsletters.

**3) Public/Patient Education** - Manages AKF's nationwide HelpLine services (6,000 calls annually), develop prevention, intervention and patient support brochures, fact sheets, website enhancements and other educational materials and resources. Establish pharmacy partnerships for the distribution of AKF's Wallet Card and manages the Calendar Kids program. Most services are provided in English and Spanish.

Primary Responsibilities

- Oversee to ensure that all medical and scientific content is vetted and approved by AKF's Medical Advisory Committee and ensure adherence to health literacy, cultural competency and visual identity standards.
- Foster innovative thinking and proactive scanning for opportunities to introduce new and enhanced educational products that can also attract corporate support.

**4) Minority Intervention and Kidney Education (MIKE) Program** - Partners with government agencies, community and faith-based organizations in Atlanta, Chicago, New York and Washington, D.C. to provide patient education, screenings and follow-up services for people who are at highest risk for kidney disease. In 2008, MIKE will provide outreach education and services to approximately 10,000 individuals.

Primary Responsibilities:

- Oversee implementation of program Goals and Metrics.
- Facilitate 2008-9 program evaluation by Arbor Research (to establish a replicable, evidence-based protocol) and oversee the implementation of recommendations.
- Oversee data collection and reports.
- Supervise and support adherence to standardized MIKE protocol and quality control practices across the regions.
- Facilitate sponsorship retention and promote new opportunities to expand services.

**5) Patient Advocacy** - This role encompasses consultation on programs development, public policy and special projects; representation on kidney community action committees and liaison to health and regulatory agencies such as the Centers for Medicare and Medicaid Services and the Center for Disease Control.

Primary Responsibilities:

- Oversee the successful rollout and appropriate utilization of the newly established Medical Advisory Committee.
- Oversee the development of 2008 goals and metrics for regulatory affairs.

**6) Congressional Relations** - Develops and implements AKF public policy agenda and strategy, focusing on interactions with Congress. This position works in close coordination with the Director of Patient Advocacy to formulate and implement AKF's government affairs strategy.

Primary Responsibilities:

- Develop and oversee implementation of 2008 goals and metrics for Congressional Relations.
- Supervise development and implementation of a fundable study on the financial burden of kidney disease.
- Develop public policy agenda unique to AKF for inclusion in AKF's Strategic Plan.

**7) Other Major Responsibilities**

- As a member of the Executive Team, participates with CEO in the general management of the organization.
- Prepares written and verbal reports, analyses, position papers, recommendations and talking points for the CEO, Board of Trustees, corporate sponsors, prospective funders, etc.
- Completes special projects and assignments as requested by the CEO and/or Board.
- Travel as necessary.

**Experience**

- A minimum of 7-10 years of progressive experience in multifaceted programs development and delivery with demonstrated success.
- Direct experience with developing and implementing programs for a health charity and renal knowledge a plus.
- Understanding of U.S. health care system and reimbursement policies, particularly Medicare.
- Strong supervisory experience working in a rapidly growing, dynamic organization.
- Direct experience developing and implementing a programmatic strategic plan.
- An organized and strategic approach to managing new and ongoing programs.
- Demonstrated public speaking and writing skills.
- Demonstrated success in attracting and sustaining sponsorship support.
- Leadership and strategic qualities to develop and manage employees and to direct day-to-day activities and operations.
- Experience supervising, coaching and building an effective Programs team.
- Experience developing solid working relationships.
- Demonstrated experience in developing and managing budgets; computer literate and experienced with applying IT solutions to improve programs delivery.
- A track record as an effective communicator who is articulate and persuasive in written and verbal communications; adept at describing AKF programs and their benefits to stakeholders and making presentations to a variety of audiences.
- Must be able to work independently in a changing environment, meet tight deadlines, multi-task, achieve metric-driven goals, and empower others by example, and
- Bachelor's degree from an accredited college/university required. Advanced degree and background in healthcare is preferred.

**Personal Characteristics:**

- Someone committed to and enthusiastic about the mission and vision of AKF;
- A strategist who is adept at planning, prioritizing, organizing, trouble-shooting and following through;
- A superior communicator who can communicate a vision clearly and forcefully;
- Outgoing, straightforward, creative, calm, and self-possessed;
- An individual with flexibility, credibility, maturity, good judgment, self-confidence, honesty, integrity, trust, and the ability to motivate others to perform likewise;
- One who shares information readily, listens as well as gives advice and respects the abilities of others;
- Team-focused, must enjoy and be successful at working on teams and be able to roll up one's sleeves and make things happen as an individual.

**Compensation:**

An attractive compensation package will be provided consisting of a competitive base salary and a comprehensive benefits package.

**Contact in Confidence:**

Crystal Ortega, Recruitment Director

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