



## **Business Analyst, Healthcare Solutions**

### **Job Description**

#### **The Company**

Aperio is the leading provider of digital pathology solutions in hospital and reference labs, academic medical centers, and biopharma institutions across the world. Today, our affordable and complete product portfolio is proven to lower costs, increase efficiencies, and enhance workflow in labs everywhere. Our comprehensive product line features our ScanScope® scanners, Spectrum™ image management (PACS) software, SecondSlide™ slide sharing service for pathology, and image analysis tools and services.

Aperio's products are FDA cleared for specific clinical applications, and are intended for research and education use for other applications. For clearance updates and more information please visit [www.aperio.com](http://www.aperio.com).

#### **Summary:**

The Business Analyst, Healthcare Solutions will be part of the team responsible for Aperio's digital pathology systems in the Healthcare market. This position reports to the Chief Technology Officer.

As Business Analyst, you will be part of the team led by the Product Manager, Healthcare Solutions that is charged with a product line contribution as a business unit. This extends from increasing the profitability of existing products to developing new products for the company. You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand the problems, and find innovative solutions for the broader market.

You must be able to communicate with all areas of the company. You will work with engineering counterparts to define product release requirements and to develop detailed product specifications. You will work with the product team and marketing communications on go-to-market strategies, understand product positioning, key benefits, and target customers. You will also serve as an internal and external evangelist for your product offerings, working with the sales channel and key customers, and help train operations personnel in the use of the products you specify.

#### **Major Responsibilities:**

- Participate in the product line life cycle from strategic planning to tactical activities.
- Be an expert about your products and act as a market resource within the company.
- Refine market requirements for current and future products by on-going visits to customers and non-customers – define marketing and product requirements with prioritized features.
- Define functional requirements for products, and work with engineering to develop detailed product specifications.
- Participate in and contribute to engineering design reviews.
- Work with quality assurance to develop test plans and assist in verifying developed functionality.
- Participate in beta and pilot programs with early-stage products.
- Participate in implementing a company-wide go-to-market plan, working with all departments to execute.
- Know your business and market, and communicate your analysis periodically within the product team.
- Represent the company at conferences and trade shows.

#### **Qualifications:**

- Healthcare background working with pathology applications in hospital, reference lab, research organization, or Healthcare vendor companies.
- Must be a capable communicator and be comfortable working with healthcare customers, product team members, development and test engineers, sales, and marketing.
- Proven teamwork and people skills; excellent interpersonal, written and oral communication skills.
- Able to work effectively in a collaborative environment in cross-functional teams, contribute solutions, and remain flexible in a fast-paced and changing environment.
- Customer focus with strong technical background; well developed analytical skills; excellent product design skills. Experience as a computer user of technical applications.



- Experience in human factors analysis (e.g. workflow analysis, storyboarding).
- Willing to spend time in the field (up to approx. 15% travel), developing close relationships with customers and identifying market needs and trends.
- High energy and self motivated.

**Requirements:**

- BS/BA in healthcare field or engineering (MS/MA and/or Ph.D. desirable)
- Biology and/or pathology background desirable
- 5+ years experience in healthcare field, working for hospital, reference lab, research organization, or Healthcare vendor companies.

**Location and type:**

Full-time employment in Vista, California

**Compensation and benefits:**

Aperio pays our great people salaries commensurate with market value, and provides full benefits including health benefits and a 401(k) plan. All Aperio employees participate in our stock option plan.

**Contact**

Aperio is committed to attracting and retaining the most highly qualified candidates available. As an Aperio employee you will be consistently challenged to deliver your best. Because we provide our customers the best technologies and service in the industry, you will constantly develop new skills, learn new products, and be involved in activities that are highly valued in the marketplace. At Aperio, we value our customers as partners, and therefore strive to deliver excellence in everything we do. If you are ready for this challenge, contact us by sending your resume to [jobs@aperio.com](mailto:jobs@aperio.com). Please include the position title.

Aperio is an equal opportunity and affirmative action employer. We support workforce diversity.