

## **Role:**

### **About Alice**

Alice is an innovative human-centered healthcare organization in Brazil, dedicated to the principles of better health through technology, empathy, transparency, and simplicity. We offer a unique care model that merges the functions of a primary healthcare provider with a direct-to-consumer health insurer. Alice connects to its narrow, high performing network of secondary and tertiary providers via deep clinical data integration and contracts that mostly avoid fee-for-service. Cutting-edge technology supports this care model, enabling rapid on-demand digital and in-person primary care services, linking providers and patients, and helping them navigate Alice's health system to achieve their personalised health objectives.

This is no easy challenge: our plan to revolutionize such a critical industry takes resilience, energy, and innovation. *This is a journey of a lifetime!*

### **Member Acquisition**

When thinking about member acquisition at Alice, we believe in a sustainable pace of growth. This is because we propose a new perspective on health, which also brings a new approach on how we connect and interact - and this is no easy task. Therefore, when dealing with member acquisition, we aim to:

**(1) Deeply connect with our potential members:** we believe people must want to be healthier in order to do so. Alice is not a regular health insurance; Alice is a health squad for people who want more than what they have today. In order to unleash people's healthier side, we need customers that are bought in our health model;

**(2) Provide an experience of care that starts from the very beginning:** the way we do acquisition should reflect the way we think about health and the experience our members have with our product: it's data-driven, focused on our users needs, creative and simple. We don't want to sell a product just because - we want to offer a solution that makes sense and is the best for the person.

### **About the position**

We are seeking extraordinary individuals to join what will be our first team of acquisition sales development representatives.

### **You will be responsible for:**

- **Be the first interaction with leads:** reach out to leads and try to convert into scheduling a first sales call
- **Communicating about our product:** be with through text or our website chat, be the person to answer doubts coming from prospective members and explain our product.

### **Our expectations of a strong candidate:**

- You are a natural connector and communicator, able to approach leads in a warm and polite manner at the same time that you explain things clearly;

- You have the ability to take initiative in a constantly-changing work environment while maintaining flexibility and a collaborative attitude;
- In addition to all of that, if healthcare truly and deeply interests you, then this is for you!

## **Applications**

<https://grnh.se/84b7e8143us>