



## Business Development Representative

Based in Nashville, TN, PatientFocus partners with healthcare providers across the U.S. to optimize the patient-pay revenue cycle. Our customized solutions empower providers to enhance patient financial engagement while maximizing revenue. We help healthcare organizations deliver a seamless, patient-friendly billing experience that improves collection rates and patient satisfaction.

PatientFocus is looking for an experienced and highly motivated Business Development Representative (BDR) to join our Sales Team and play a critical role in driving our growth. If you are a self-starter who thrives in a fast-paced, entrepreneurial environment, this is an exciting opportunity to contribute to a growing company making a meaningful impact in healthcare. As a BDR, you will identify, engage, and qualify prospective healthcare clients. Your primary goal is to generate high-quality leads and schedule meetings for our sales executive team. You will work closely with sales leadership across the organization to deliver tailored content and outreach strategies that drive results. This hybrid position will be based in Nashville, TN.

### Key Areas of Responsibility

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- **Prospecting & Lead Generation** – Identify, research, and qualify potential leads that match our ideal client profile.
- **Strategic Outreach** – Engage prospects through personalized emails, social media interactions, and outbound calls.
- **Pipeline Management** – Maintain an organized pipeline of prospects in HubSpot, ensuring timely follow-ups and accurate reporting.
- **Appointment Setting** – Secure and schedule qualified meetings for Sales Associates.
- **Event & Networking Engagement** – Participate in cold calling, industry events, and conferences to build relationships and generate leads.
- **Feedback & Collaboration** – Provide insights and learnings with the team to help drive improvement in both collateral and approach.

### What We're Looking For

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- 2+ years of BDR/SDR experience (healthcare experience is a plus).
- Strong written, verbal, and interpersonal communication skills.
- A proactive, results-driven mindset with a passion for sales and relationship-building.
- Excellent time management and ability to prioritize tasks effectively.
- A process-oriented and data-driven approach to prospecting and lead qualification.
- Experience with HubSpot and/or Zoominfo is a plus.

### Why Join PatientFocus?

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- Full-time position with base salary + performance
- incentives
- 401K with company match
- Flexible PTO
- Medical, dental, and vision coverage available
- Be a key contributor to a fast-growing, innovative company
- Work with a team dedicated to your personal and professional development