

# Joe Hinderstein, MHCI

Jhinderstein@gmail.com  
(914) 815-0902

## Career Experience

### **Joseph Hinderstein Sales Consulting, Remote**

June 2023-Present

#### *Founder*

- Scale revenue operations for 10+ healthcare technology and clinical services companies (startups to enterprise), driving revenue growth through comprehensive go-to-market strategy and execution.
- Design integrated sales technology stacks encompassing lead generation, CRM optimization, and automated outreach, resulting in 3x increase in qualified proposals and improved conversion rates.

### **Ella Es Health, Remote**

#### *Co-Founder and Chief Partnerships & Development Officer*

June 2023-April 2024

- Co-founder and shareholder of a virtual health company focused on providing technology and services to underserved women.
- Lead growth strategy through driving relationships with venture capital firms, angel investors, and prospective customers.

### **Unite Us (formerly NowPow), Chicago, IL**

#### *Associate Strategic Sales Director*

November 2022-June 2023

#### *Sales Executive*

November 2021-October 2022

#### *Senior Account Executive*

April 2020-October 2021

- Led the team in pipeline development with over \$20M created in a brand new territory in six months.
- Accelerated deals through the entire sales funnel from prospect identification through contract negotiation to hit \$1.3M quota in 2022.
- Quickly developed trusted relationships with C-suite level leaders across health care and government agencies that led to rapid expansion opportunities.
- Developed go-to-market strategy for new buyer category, working cross-functionally with product development, account management, and analytics, resulting in five new partnerships within a six month period.
- Recognized as a top-performer, winning multiple sales competitions and promoted twice in 18 months.

### **SmartRise Health, New York, NY**

#### *Consultant*

July 2023-Present

#### *Health Equity Performance Improvement Coach (Part-Time)*

September 2021-September 2022

- Led teams of clinical and administrative leaders to a 5% reduction improvement in Hypertension BP control for Black patients, via reinforcing lean principles and leveraging improvement framework from the Institute for Healthcare Improvement (IHI).
- Supported a leading healthcare system (with 50+ hospitals) in advancing health equity and reducing disparities in care for underserved communities by providing consultative performance improvement services for interdisciplinary teams.
- Designed a health equity assessment and strategy for the world's top ranked musculoskeletal hospital system.

### **PrecisionHEOR, Los Angeles, CA**

#### *Director, Business Development*

April 2019-April 2020

- Achieved \$3.7M in sales of health economics and outcomes research consulting engagements to major pharmaceutical and biotechnology companies. Exceeded revenue goal by 45%.
- Grew existing client business through ensuring effective client delivery oversight, which resulted in 4x annual sales at a key account.

### **athenahealth, Watertown, MA**

#### *Revenue Cycle Advisor*

October 2018-April 2019

- Inaugural team member responsible for designing revenue cycle consulting services.
- Analyzed, identified, and presented trends in claims data to inform actionable insights for hospital executives
- Designed method to analyze FTE task allocation. Saved client revenue cycle team 10 hours per week.

#### *Senior Project Associate*

February 2018-October 2019

- Managed hospital implementations for four hospitals concurrently. Served as the main point of contact, managed implementation team and internal stakeholders to ensure cross-team coordination, timely completion and positive client experience.
- Consulted with hospital executives to establish and manage expectations about milestones, escalated issues and developed strategies to improve financial performance.

#### *Project Associate*

October 2016-February 2018

- Managed hospital implementations for five hospitals concurrently.
- Reduced implementation timeline by 56% by developing a phased onboarding approach.
- Maximized features of clinical documentation functionality to develop best practices and increase cash collections by 45%.

- Prepared and delivered on-site training, go-live support and optimizations with over 1,000 financial, clinical and administrative staff.

#### Post-Graduate Fellowship

**Engeye Health Clinic**, Ddegeya, Uganda

July 2015-June 2016

*Minerva Fellow*

- Recipient of a selective, post-graduate fellowship dedicated to the principles of social entrepreneurship.
- Conducted a feasibility and needs assessment of maternal health offerings, developed a business plan and comprehensive proposal for new maternity services and successfully presented to board members.
- Collaborated with stakeholders to create unique marketing materials, resulting in \$30,000 fundraised for the project.

#### Education

**University of Pennsylvania**, Philadelphia, PA

August 2022-May 2024

Master's in Health Care Innovation

**Union College**, Schenectady, NY

June 2015

Bachelor of Arts, Interdepartmental Major in Psychology and History