

# Head of Direct-to-Patient Innovation (working title)

## London

### Sight Diagnostics

The faster we diagnose, the faster we can treat. At Sight Diagnostics, we aim to improve health through faster and pain-free diagnostic testing.

Sight's latest analyser, OLO, performs a Full Blood Count, the most commonly ordered blood test, in minutes, not hours. It's compact, designed to be used by anyone, anywhere.

Sight's method, developed over a decade of research, represents a step-change in diagnostic technology. Our products create a digital version of your blood, by capturing 1,000 highly detailed images of a finger prick sample, which is then analysed by our proprietary algorithms. Sight's first product was focused on detecting malaria, used in 24 countries, and has delivered almost 1 million tests to date.

At Sight, exceptional individuals work together to achieve extraordinary things. We have rapidly growing offices in London, Silicon Valley, and Tel Aviv.

### Your role

This truly entrepreneurial role is a unique opportunity at Sight: to explore and develop a new business area within our company. (The role title is work in progress, to be agreed with the right candidate). Reporting directly into Sight's Chief Commercial Officer in London, you will develop, test and scale a new digital blood testing service in pharmacy, or other direct-to-patient channels, in the UK and internationally.

- Establish pharmacy/drugstore partnerships, from independent boutique stores to major international chains
- Explore other potential direct-to-patient outlets beyond pharmacies (drugstores)
- Establish partnerships with GPs, from online video services to NHS practices, for referral and result interpretation
- Design and create our digital blood testing service, working with third parties (app developers, marketing agencies, graphic designers etc.) to develop an end-to-end digital platform: spanning the patient journey from appointment booking to results sharing
- Set overall direct-to-patient strategy at CEO and board-level, establishing a

long term roadmap and timelines for scaling and roll-out

- Launch in-store pilots with early partners to accelerate learning
- Test and refine the business model, negotiating pricing and commercial terms with partners
- Build and manage a supporting team for operations (e.g., support and partner management, installation and training specialists, GPs for result interpretation)

## About you

- You are a resilient optimist. You will be trying to create something that hasn't been done before
- You are excited by the prospect of jumping daily from board-level strategic thinking to just getting stuff done in an early stage, entrepreneurial environment
- You will enjoy collaborating in a multicultural organisation that champions a diverse and inclusive working culture

## Requirements, skills, and experience

- You have a proven track record of succeeding in setting up and growing early-stage products, services, or businesses
- You have extensive experience in getting to the crux of what customers (both patients/consumers and retailer partners) really value
- You have the ability to think and communicate in a clear, structured manner
- You have excellent people skills, being able to skillfully manage the wide range of stakeholders
- You have an interest and ability to manage, coach and develop other people
- You have extensive experience in prioritising opportunities and allocating your and the company's time, energy and resources effectively
- Well-rounded commercial experience in retail and/or B2C environment is highly desired
- You have an ability to rapidly develop expertise: a familiarity with the healthcare sector or medical background is highly desired

## Compensation

Competitive salary and participation in an equity scheme, based on experience