



## **Job description - Product Specialist**

### **About Bat-Call**

Bat-Call is a startup company (10 employees – mostly R&D) that was established 4 years ago and is located at the Nesher industrial park.

Our vision is to improve patient care through smart auscultation (listening to body sounds through a stethoscope). Current stethoscopes are acoustic and rely on the subjective interpretation of the health care professional.

Bat-Call is developing **infrasound-** and **AI-**based digital stethoscopes that can provide a more accurate diagnosis to patients in hospitals and homes by analyzing the full spectrum of sounds (including non-audible) produced by cardiovascular and pulmonary conditions.

The market potential is huge. More than 4 million stethoscopes are sold every year, and there are more than 500 million chronic patients worldwide in need of constant monitoring of their condition.

Bat-Call is developing 3 product lines:

- **Compusteth** – a digital stethoscope to be used by healthcare professionals.
- **AIS** – a 3D analysis of patients' heart and lung sounds by a multipoint stethoscope chair, to be used by hospitals in ER and primary care clinics.
- **HomeSteth** – to be used by patients at home.

Initial clinical results showed improvement in diagnosing conditions compared to traditional methods.

The company is in advanced discussions with global healthcare corporations about potential commercialization of its products.

Bat-Call is hiring a new CEO to join the company on April 1<sup>st</sup>, and the company is growing and looking for a product specialist.

### **Job Description**

The Product Specialist will be the right hand of the CEO and will get the opportunity to be involved with and exposed to all aspects of the company—product development, clinical studies, regulation, sales, marketing, biz-dev, finance, and even fund raising.

This position is a great opportunity to gain comprehensive knowledge about the med-tech industry and the startup ecosystem.



The following are the main aspects of the job description:

- Define the product strategy and roadmap.
- Set pricing to meet revenue and profitability goals.
- Work with external third parties to assess partnerships and licensing opportunities.
- Develop the core positioning and messaging for the product.
- Develop marketing collaterals - rebranding, new website, tradeshow, etc.
- KOL management.
- Information management - creating a library for the company, organizing all the available data, literature review.

### **Requirements**

- Minimum of 1 year experience in a similar role.
- Excellent written and verbal communication skills in English.
- Bachelor's degree (MBA preferred).
- High proficiency level with MS office – Outlook, Excel, Word and PowerPoint.
- Passionate to learn and to be part of a growing company.
- Willingness to work hard with a hands-on approach.
- Ability to work in a small company environment.
- Attention to details.

### **Compensation**

- Salary – TBD, depending on the experience of the candidate.
- Annual bonus.
- Options plan.
- All social benefits.
- Ten-bis.
- Parking.

### **Recruitment process**

- 2-3 meetings with CEO and CTO of the company.
- In one of the meetings the candidate will have to prepare and present a short slide show of his choice in English (10-15 minutes).

**our address:** Hmesila 19, Nesher

**Email:** Liat\_a@bat-call.com