

Sales and Marketing Analytics Intern

About Inspire

Inspire Medical Systems has developed the only FDA-approved neurostimulation technology that transforms the lives of people with moderate to severe sleep apnea. We are a ground-breaking, fast-growing company where the patient's outcome is first and foremost our top priority. If you want to become part of a purpose-driven company and directly help to transform lives, this is the perfect career opportunity for you!

Position Summary

This Internship will have responsibility for providing an understanding of the patient journey to receiving Inspire therapy. This will help Inspire future investment decisions for direct-to-consumer advertising and physician referral programs. The internship will require developing an understanding of the applications used for capturing consumer information and tracking potential patients on the journey to receiving Inspire therapy as well as data visualization tools and techniques. We are looking for an analytical, strategic thinking, motivated individual who is passionate about driving meaningful change at a rapidly growing company.

Main Duties/Responsibilities

- Understand and leverage various data sources of potential patients and existing patients to build a comprehensive picture of:
 - Sources of potential Inspire patients
 - The journey from potential patient to received Inspire therapy
- Provide a map for patients that call the adviser care program ACP - (call center)
 - Timeline from call to appointment to implant
 - Conversion % to appointment and % to implant
- Determine % the implants are coming from the ACP
- Determine other sources of patients that cannot be tied back to the ACP
- Build understanding and expertise of Inspire data applications and systems
- Use Power BI for data visualization as well as MS Office suite of applications

Education Requirement

- Currently pursuing a bachelor's degree or higher in business administration, marketing, management, finance, or a similar field

Required Experience

- Project management experience with developing timelines and managing details of projects and programs
- Excellent analytical skills with the ability to analyze significant amounts of data from various sources
- Must display the highest level of critical thinking to weigh alternatives and present solutions

- Demonstrated ability to communicate clearly and simplify complex ideas and systems to leadership
- Competent user of MS Office Suite: Excel, Powerpoint, Word
- Continuously curious and investigative by nature

Preferred Experience

- Consumer-focused medical device industry experience
- Power BI and Microsoft Dynamics familiarity