



Job Title:	Clinical Education & Adoption Specialist	Job Code:	CEAS
Department:	Sales	Division:	Ithaca
Reports to:	U.S. Sales Director	FLSA Status:	Exempt
Hours:	40 hrs/week	Rev Date:	08-04-2026

Primary Function

The Clinical Adoption & Applications Specialist is a nationwide, field-based clinical role responsible for ensuring that Transonic technologies are successfully implemented, adopted, and utilized following the initial sale. Working in partnership with Area Sales Managers, the specialist provides advanced physician education, application support, workflow optimization, and ongoing clinical training. The position focuses on increasing procedural utilization, expanding adoption across clinicians and departments, developing clinical champions and KOLs, and identifying new clinical applications. Through successful implementation and sustained customer engagement, the role strengthens customer outcomes and creates future capital equipment demand while leaving pricing, contracting, and commercial negotiations under the direction of the assigned Area Sales Manager

I. Duties and Responsibilities

- Serve as Transonic's field clinical expert by maintaining advanced knowledge of cardiovascular physiology, transit-time flow measurement, waveform interpretation, and evolving clinical applications through continuous professional development.
- Conduct physician education, advanced application support, and clinical training following the initial sale or during strategically identified evaluations, in partnership with the assigned Area Sales Manager or Sales Director.
- Conduct post-install implementation visits to ensure successful integration into clinical practice.
- Develop adoption plans for newly installed hospitals.
- Work with new and existing users to increase clinical utilization, reinforce best practices, and identify opportunities for broader adoption within the institution.
- Identify barriers limiting adoption and work with customers to overcome them.
- Conduct advanced educational sessions including:
 - waveform interpretation
 - graft assessment
 - flow optimization
 - best practices
 - quantitative decision making
 - interpretation of difficult or borderline measurements
 - Troubleshooting
- Identify opportunities to expand Transonic utilization across additional clinicians, departments, and clinical applications (e.g., transplant, vascular, pediatric, CPB, ECMO, dialysis)
- Develop clinical champions and Key Opinion Leaders (KOLs) who advocate for best practices in quantitative flow measurement.
- Collaborate with the Area Sales Managers to prioritize accounts, develop clinical adoption strategies, coordinate customer engagement, and support territory growth, while commercial



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ownership, pricing, forecasting, and sales negotiations remain the responsibility of the assigned Area Sales Manager

- Collect and communicate Voice of the Customer feedback, including clinical experience, workflow challenges, competitive intelligence, unmet clinical needs, feature requests, new applications, and future research opportunities.
- Foster long-term customer partnerships that strengthen confidence in Transonic technologies and reinforce the Company's reputation as the leader in quantitative flow measurement.
- Perform other work-related duties as requested, directed or assigned by management.

II. Working Relationships

- Develop and maintain successful, professional working relationships with existing customers, and with industry contacts
- Interact with and establish positive associations with hospitals and clinical facilities.
- Work in cooperation with the Sales team, Sales management, Customer Service, Marketing, or other departments as needed.
- Feedback information on new and existing applications and KOLs to Marketing to help produce new marketing / educational collateral

III. Education and Experience

- Bachelor's degree in Life Sciences, Biomedical Engineering, Nursing, Perfusion, Physician Assistant Studies, or a related clinical discipline, or equivalent combination of education and relevant clinical experience.
- Minimum of 3-5 years of relevant clinical or medical device applications experience required, such as, but not limited to, perfusionist, PA, RN, or Clinical Specialists with experience in medical devices
- Valid driver's license required
- Experience in medical device applications, such as Cardiovascular Surgery, Transplant, open Cerebrovascular or Vascular surgery, cardiopulmonary bypass, ECMO, is preferred.

IV. Knowledge, Skills and Abilities

- Demonstrated advanced knowledge of relevant clinical protocols, cardiovascular anatomy and physiology, surgical workflows, and clinical measurement principles, or the ability to achieve such advanced competency through company training.
- Ability to establish credibility with physicians and other healthcare professionals.
- Ability to influence clinical practice through education rather than authority.
- Strong organizational and territory planning skills.
- Comfortable working independently with limited supervision.
- Knowledge of principles and methods for educating customers about product value



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- Proficient in the use of computers to enter, access, and retrieve data, including Microsoft Word, Excel, PowerPoint, Outlook, and CRM software
- Maintain accurate and timely documentation of customer training, implementation milestones, utilization trends, adoption barriers, clinical opportunities, and follow-up activities within the Company's CRM and other designated systems
- Excellent professional communication skills; verbally by telephone and in-person, and written through email exchanges
- Capable of conducting effective presentations one-on-one and in larger groups
- Results-oriented and able to work independently as well as a member of a remote team-environment
- Excellent active listening skills with the ability to give full attention to and understand customer needs and ask appropriate questions
- Ability to determine creative and effective solutions to satisfy customer needs by using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Service-oriented with the capability of teaching, instructing, and influencing while actively looking for ways to satisfy customer needs

V. Supervisory Responsibilities (N/A – no direct reports)

VI. Physical Demands

- Must be able to set up and tear down demonstration/evaluation equipment for evaluations, tradeshow, etc., which may include lifting to 50 lbs.
- Adhere to all safety requirements, including use of Personal Protective Equipment (PPE) as necessary
- Must be willing and able to travel by personal vehicle, rental vehicles as well as by air to customers, conferences, training, sales meetings, and other events as required

VII. Travel & Work Environment

- Remote, home-office-based position, with approximately 75-80% domestic travel, including frequent overnight travel
- Must reside within reasonable driving distance of a commercial airport offering frequent domestic flight service to support nationwide travel
- Working and/or traveling hours will vary based on customer schedules/availability and may require evening, overnight, and occasional weekend travel
- Primary work environment consists of hospitals and other healthcare facilities, including operating rooms, intensive care units, perfusion departments, and dialysis centers

Disclaimer: This Job Description is not intended to be all-inclusive and may be subject to change to include new responsibilities and tasks or change existing ones as management deems necessary to meet the ongoing needs of the Company.