C. R. Bard, Inc. (NYSE: BCR) is a leading multinational developer, manufacturer and marketer of innovative, life-enhancing medical technologies in the fields of vascular, urology, oncology and surgical specialty products, employing close to 14,000 people around the world. Founded more than 100 years ago, we pioneered many devices that are now the cornerstones of modern healthcare.

We expect the highest levels of quality, integrity, service, and innovation from our employees – on the job and in the communities in which we work and live. In return, we foster an environment where individuals are treated with fairness and respect, and feel valued, acknowledged and rewarded.

MISSION

To advance lives and the delivery of Healthcare by profitably developing, manufacturing and marketing value-driven products which meet the quality, integrity, service, and innovation expectations of our customers and patients while providing opportunities for our employees. As a result, we will optimize shareholder value and be a respected worldwide healthcare company.

PEOPLE DEAL

Advancing Lives and the Delivery of Health Care.™

As an ambitious, entrepreneurial and growing business, Bard EMEA is the natural home for driven, ethical and accountable people that want to get noticed, make things happen and enjoy the rewards they truly deserve. Our people are independent and critical thinkers that thrive on the challenge of delivering sustainable growth and live by our values. At Bard EMEA, your commitment and hunger for results will enable you to achieve more, grow more and be more.
OUR PROMISES TO YOU

At Bard we want you to be entrepreneurial, enterprising & accountable – you’re trusted to run your own area and create your own solutions. We have a direct link between results and reward - great achievements merit great rewards. Expect a fast pace, change and growth - you’ll be busy, challenged and never bored! You can make a real impact and get noticed, we have a flat structure and accessible senior management.

SUMMARY OF POSITION WITH GENERAL RESPONSIBILITIES

Working closely with the Urology Nursing Services Manager, the Clinical Nurse Specialist will work within the BMD Urology department calling on Consultants, Clinical Nurse Specialist, Continence Advisors and District Nurses to promote the nursing service and gain new patient referrals. They will provide appropriate training and education where needed to patients and to NHS Staff and Care Agencies. They will also be required to complete all admin in line with company policy, the NMC Code of Conduct and Bard Nurse Standards.

ROLE

- To grow new patient registrations through the Script-easy home delivery service
- To adhere to the companies mission, vision and values at all times
- To act in a fair and ethical way to reflect the Bard Medical position within the market place.
- To increase profitable sales against set targets
- To promote home delivery service in line with the company expectations
- To visit customers in line with key performance indicators
- To plan and organize territory in line with expectations
- To find new business opportunities and act on them whilst working and liaising with Regional Manager.
- To report on market activity.
- To report weekly activity, including new business opportunities, competitor activity and recent professional contact outcomes.
- To be an ambassador for the company at all times
- To develop robust relationships with key customers and understand their needs
- To liaise with the Regional Sales Manager and other team members to ensure good communications and best practice is shared
- To liaise with office personnel
- To adhere to campaign strategy
- To analyse new patient data
- To understand the NHS structure and how each Hospital/CCG operates in line with continence care within their region
- To be aware of clinical policies and procedures that may be relevant within each Hospital/Trust
- To record all relevant customer information
- To feedback and handle any complaints via the complaints procedure
- To attend company sales meetings as necessary
- To attend exhibitions as necessary
- To work to all company procedures
- To maintain company equipment
- To work in line with the ROCM nurse standards
- To maintain clinical levels of competence according to NMC code of Conduct.
QUALIFICATIONS REQUIRED

EDUCATION & EXPERIENCE

Qualified RGN with current NMC registration
A Nurse prescribing qualification would be advantageous

A Real passion, knowledge and experience of urinary continence management and urology products and services

Maintain confidentiality and ethical values

Present work based details to line manager

Membership of professional continence organisations such as ACA, BAUN and RCN would be advantageous

PROFILE

Results Orientation
Passion to win, is a self starter and has a sense of urgency to achieve results. Competitive and works hard to exceed targets. Persistent even after setbacks and learns from mistakes.

Empathy
Listens to customers (internal or external) to find out their needs and objections. Influences customer decisions to gain commitment. Is a confident and skilled speaker. Persuasive about Bard’s portfolio and service

Trust and Respect
Operates with integrity, openness, honesty and ethics to build long term relationships with customers. Establishes trust with customer and becomes the preferred sales rep in providing solutions. Positive attitude and a team player.

Planning and Accountability
Creates plans to achieve targets. Develops account plans to realise customers potential. Sees objectives through to the end and delivers against plans. Delivers on commitments.

<table>
<thead>
<tr>
<th>Job Role:</th>
<th>Clinical Nurse Specialist, Urology</th>
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<tbody>
<tr>
<td>Geographical Remit:</td>
<td>North east</td>
</tr>
<tr>
<td>Reports To:</td>
<td>Nursing Services Manager, Bard Urology</td>
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<td>Reviewed By:</td>
<td>Human Resources</td>
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