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.

Achieve more, grow more, 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. We ask that you think inclusively with a mindset that enjoys working across functions and divisions, sharing diverse cultures, perspectives and capabilities to find superior solutions for our business, our shareholders, our customers and the patients we serve.

SUMMARY OF POSITION WITH GENERAL RESPONSIBILITIES

A new and exciting opportunity for the position Clinical Nursing Home Specialist covering Scotland within the Urology Division has arisen.

ROLE

Working closely with the Urology Nursing Service Manager and Clinical Nurse Specialist, the Clinical Nursing Home Specialist will work within the BMD Urology department calling on Community Continence Teams, District Nurses and care homes 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 and Bard Nurse Standards.

Calling upon a well-established customer base, the role involves selling and supporting a complete range of Urology products into both the Acute and Homecare sector. The product range includes the Comprehensive Care Foley Tray, Foley catheters, Intermittent catheters, Drainage bags, Sheaths, Statlock securement devices as well as Bardscan portable ultrasound machines.

The customer profile includes Urology Nurse Specialists, Directors of Nursing, Matrons, Continence Advisors, Infection Control and Procurement, Ward Nurses amongst other Health Care Professionals. The role includes one to one calls, audits, project management involving hospital wide conversions, in servicing and training.

This role reports into the Northern Sales Manager, Bard Urology.

As well as the above, duties will include:-

- To grow new patient registrations through the Script-easy home delivery service
- To adhere to the companies mission, vision and vales 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 Nursing Service Manager.
- To report on market activity.
- To report weekly activity, including new business opportunities, competitor activity and recent professional contact outcomes.

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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 Nursing Service 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 undertake delegated roles as required
To support clinical teams using COBWEB

QUALIFICATIONS REQUIRED

EDUCATION & EXPERIENCE

- Can demonstrate a successful track record of at least two years of selling into the NHS, ideally also with new products
- Hardworking, positive, enthusiastic and demonstrate a successful record in medical sales which will include the implementation of new product lines, hospital-wide implementations and ability to manage accounts at varying stages of development
- Able to demonstrate the ability to drive for new business whilst maintaining excellent customer relations within established accounts
- Able to demonstrate effective territory and time management skills to efficiently manage administrative and customer facing responsibilities
- Demonstrate the ability to form lasting customer relationships across a broad section of healthcare professionals and their management and recognise their level of influence as a decision maker
- Able to demonstrate / experience of negotiating with all levels of the NHS procurement
- Be IT literate and able to demonstrate effective use of web based business tools provided to ensure success
- Provide accurate territory reports to include robust forecasting and progression of sales opportunities using CRM systems and Excel tools
- Experience of working as a Health Care Assistant/nursing assistant
- 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

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PROFILE

**Has a global perspective**
Takes broad view when approaching issues using a global lens. Understands implications of decisions on people and markets.

**Possesses a strategic mindset**
Sees ahead to future possibilities and translates them into breakthrough strategies

**Drives results & accountability**
Consistently achieves results, even under tough circumstances. Holds self and others accountable to meet commitments

**Cultivates innovation**
Creates new & better ways for the organization to be successful

**Optimizes diverse talent**
Hires & develops diverse talent to meet personal career goals & organizational goals by recognizing the value that different perspectives & cultures bring

**Maintains customer focus**
Builds strong internal & external customer relationships & delivers customer-centric solutions. Pays attention to, adapts & is responsive to customer needs.

**Manages complexity**
Makes sense of complex, high quality & sometimes contradictory information to effectively solve problems

**Drives engagement**
Creates a climate where people are motivated to do their best to help the organization achieve its objectives

**Is authentic**
Viewed as open, honest & truthful, saying what needs to be said. Is self-aware, balanced & fair. Is trusted & trustworthy.

**Works collaboratively**
Builds partnerships, works collaboratively, and effectively engages cross functionally with others to meet shared objectives

**Maintains functional competence**
Demonstrates appropriate job knowledge & required skills for position & function. Applies knowledge & skill appropriately toward the accomplishment of objectives.

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