WHAT GM IS HIRING FOR

Revenue cycle leadership, a founding product seat and a $22/hr care desk

16
Open roles
Five departments, read Oct 19

2
RCM leaders
A VP and a Director

3
Product roles
VP, Growth PM, Consumer PM

$22/hr
Care Coordinator
Full-time, remote, phones

Key findings

01 Sixteen roles; seven published on Oct 7, the day after the Series B

02 Two RCM leadership postings share one 25-bullet body

03 Eligibility and coding rails appear; claim and denial records were not found

04 A $25 insured video visit loses $25 on an MD and $10 on an NP

05 Two of three product hires point at payer and pricing plumbing

06 Care ops is a $22/hr phone and referral desk

16
open roles across five departments

7
posted on 2026-10-07, all product or engineering

$22
hourly, the only posted ops wage

Seven of sixteen roles were posted the day after the Series B, and all seven build product

Findings link to the slide that supports each. Sources are numbered on slide 13.

16 roles: clinical supply and new leadership seats

Clinical 4 · Engineering 4 · Finance 3 · Product 3 · Ops 2. Seven roles carry a 2026-10-07 publish date, the day after the Series B. All 16 titles still match the prior 16-role table; department labels follow the live board.

DEPT	ROLE	LOCATION	PUBLISHED	POSTED PAY
CLINICAL	Virtual Advanced Nurse Practitioners - 1099	Remote	2026-07-23	$35 video / $8 chat; 12–15 hrs
	Full Time Physician - Primary Care	Remote	2026-03-04	$180,000–$200,000 + equity
	Virtual Physician (Part-Time - 1099)	Remote	2026-09-17	$50 video / $12 chat; 10–12 hrs
	Manager, NP Licensure & Collaborative Practice	Remote	2026-10-12	Not posted
ENGINEERING	Frontend Engineer (Boston)	Boston	2026-10-07	$150,000–$225,000 base
	Frontend Engineer (SF)	San Francisco	2026-10-07	$150,000–$225,000 base
	Full-Stack Engineer (Boston)	Boston	2026-10-07	$150,000–$225,000 base
	Full-Stack Engineer (SF)	San Francisco / Boston	2026-10-07	$150,000–$225,000 base
FINANCE	Revenue Cycle Management, Director	Remote	2026-08-12	Not posted
	Revenue Cycle Management, VP	Remote	2026-08-12	Not posted
	Strategic Finance Manager	Remote / Boston / SF	2026-05-06	Not posted
PRODUCT	Product Manager - Growth	San Francisco	2026-10-07	$175,000–$225,000 base
	Product Manager, Consumer	San Francisco	2026-10-07	$175,000–$225,000 base
	VP Product	San Francisco	2026-10-07	Not posted
OPS	Care Coordinator	Remote	2026-09-18	$22/hr
	Clinical Recruiter, Physicians	Remote	2026-09-22	Not posted

Seven of sixteen roles landed the day after the Series B, all of them product or engineering

[1] **Ashby job board**, 16 listed jobs, retrieved 2026-10-19. Structured compensation fields are empty, so pay is read from posting text. · [2] **GM Careers** lists the same 16 titles.

RCM: two near-identical leadership postings

Revenue Cycle Management, Director

Department	Finance
Published	2026-08-12
Location	Remote
Experience	12+ years in revenue cycle; 5+ years at director or executive level
Scope	Patient access, authorization, coding, billing, denials, collections, reporting
Payer work	Contracting support, reimbursement, dispute resolution
Body	15 job essentials and 10 qualifications

Revenue Cycle Management, VP

Department	Finance
Published	2026-08-12, four minutes earlier
Location	Remote
Experience	Same 12+ years and 5+ years
Scope	Same seven functions, same 15 essentials
Payer work	Same contracting, reimbursement and disputes
Body	Same 25 bullets, one title swapped

Copy artifact. The VP posting opens with a stray **STRATEGIC FINANCE MANAGER / REMOTE OR HYBRID (BOSTON OR SAN FRANCISCO)** header and spells its own title **Revenue Cycle Mnagement, VP**. The Director posting does not.

Also in Finance: Strategic Finance Manager, published 2026-05-06, described as the CFO's first finance hire, 2–6 years from investment banking, private equity, venture or consulting.

Two revenue cycle seats, one body of text and a four-minute gap

[1] Ashby postings, both published 2026-08-12 (18:23 and 18:19 UTC). The 25 bullets are 15 job essentials plus 10 qualifications.

RCM scope covers the full claim lifecycle

PATIENT ACCESS AND AUTHORIZATION

- Patient access as an owned function
- Authorization inside the revenue cycle
- Eligibility systems and reconciliation workflows
- Multi-state and telehealth operations

CODING AND BILLING

- CPT and ICD-10 standards
- E/M guidelines
- Coding and billing oversight
- Revenue capture and EMR, RCM systems

DENIALS, COLLECTIONS AND REPORTING

- Denials management
- Collections
- Enterprise KPIs and benchmarks
- Reporting to the executive team and board

PAYER STRATEGY AND COMPLIANCE

- Payer contracting approaches
- Negotiation support and reimbursement
- Clearinghouses, billing vendors, payer partners
- HIPAA, CMS and audit readiness

Every item maps to the postings' 15 job essentials, 10 qualifications or company description. Both postings give the seat board reporting and vendor ownership.

RCM is scoped past billing to denials, payer contracts and board reporting

[1] Ashby RCM postings. Scope words are the postings' own: patient access, authorization, coding, billing, denials, collections, reporting, payer contracting.

The rails RCM inherits

OBSERVED IN THE PLATFORM

Insurance eligibility
real-time checks and card photos
observed in the API

Waystar bridge
clearinghouse for claims, EDI 270/271
hosts only; connector timed out

Athena encounter sync
notes, care plans, resync
observed in Visitron

CPT and ICD-10 mapping
procedure codes in Catalog
billing and referrals

Three billing types
cash, insurance, pharmacy delegation
one order, three paths

Pharmacy card and RTPB
DoseSpot and Arrive checks
copay and PA flags

Mercy billing gateway
Trust Commerce routes
hospital billing

Assignment of benefits
patient assigns to Emerald
claims paid to the Practice

NOT FOUND IN THE RECOVERED PLATFORM

Claim status
no tracker or state
not in route lists

Denial queue
no workqueue or appeals
not in route lists

Prior-auth case
no submission record
not in route lists

Superbill
no generator
not in route lists

Good-faith estimate
no estimate record
not in route lists

Absence means no route or operation in the four recovered portals; a vendor or unrecovered claims system is not ruled out.
Waystar appears only as staging hosts, so claim movement through it is not established.

Mercy billing is a payment-side integration. Nothing observed routes a claim back with status, denial reasons or a remittance file.

Claim status, denial queues and prior-auth cases were not found in the recovered platform

[4] Platform architecture, vendor and route inventory · [5] API route inventory, eligibility and DoseSpot benefit inquiries · [3] Assignment of Benefits, Emerald is the billing party.

Insured video visits lose money until claims get paid

PER COMPLETED VISIT, CASH AND INSURED

VISIT	PATIENT PAYS	MD FEE	NP FEE	MARGIN BEFORE THE PAYER
Video, cash	$100	$50	$35	$50 MD / $65 NP
Video, insured	$25 copay	$50	$35	-$25 MD / -$10 NP
Chat, cash	$30	$12	$8	$18 MD / $22 NP
Chat, insured	$25 copay	$12	$8	$13 MD / $17 NP

The clinical postings sell insurance in their own copy: **“We accept insurance (including Medicare/Medicaid) and self pay”**, plus a full operational backbone for referrals, labs and scheduling. The full-time physician must be **“enrolled or willing to enroll”** as a Medicare and Medicaid participating provider.

Prior authorization has three answers

Medications page: “We even take care of prior authorizations.”

Assignment of Benefits: pre-authorization is “the responsibility of the patient, financially responsible party, and /or the referring physician.”

Recovered software: no prior-authorization case record, queue or submit operation.

An insured video visit is cash-negative at the visit. Chat covers its fee. The payer has to make the difference, which is what the RCM seat is for.

An insured video visit is cash-negative until the payer pays the claim

[6] Per-visit fees from the 1099 postings; $25 copay from the storefront. Margins are arithmetic on posted terms, not company disclosure. · [1] [3] [7] [8] [9]

Product: a founding VP seat over three roadmaps

Consumer experience
Onboarding, search, booking, pricing and visit follow-up across virtual and in-person care.

Clinical and provider tooling
The care-team workflow inside Visitron: encounters, prescribing, care journeys, referrals.

Pricing and payer infrastructure
Eligibility, reconciliation and payer integrations, named as a roadmap rather than plumbing.

WHAT THE SEAT OWNS

- Builds the product org: hiring, processes, review cadence, operating rhythm.
- Sets how specs are written, metrics defined and experiments run.
- Allocates engineering capacity across three roadmaps and justifies the trade-offs.
- Pitches business cases to the CPO, Medical Director, CFO and VP Engineering.

WHAT THE POSTING SIGNALS

- Reports to the CPO and sits on the senior leadership team.
- Calls itself the “founding product leadership seat.”
- Published 2026-10-07, the day after the Series B.
- Names a VP Engineering peer, but no such role is open.

> The bar: a founder or early product leader who has shipped a product from 0 to 1, built product process from scratch, and managed a roadmap across more than one workstream.

The VP Product owns pricing and payer infrastructure, not just the consumer app

[1] Ashby VP Product posting, San Francisco, published 2026-10-07. · [11] CPO Ashwin Muralidharan leads product, engineering, design, clinical and operations.

Two of three product hires point at payer and pricing

ATTRIBUTE	VP PRODUCT	PRODUCT MANAGER - GROWTH	PRODUCT MANAGER, CONSUMER
Reports to	CPO; senior leadership team	**CEO, directly**	Not stated
Core scope	Three roadmaps: consumer, clinical tooling, pricing and payer infrastructure	Integrations with payers, employer partners and healthcare networks; the enterprise layer	Onboarding, search, booking, pricing, visit follow-up
Experience	Founder or early product leadership; shipped 0 to 1	4–8 years, B2B or integration-heavy	5–10+ years, consumer web
Posted pay	Not posted	$175,000–$225,000 base + equity	$175,000–$225,000 base + equity
Location	San Francisco, hybrid	San Francisco, 3 days a week	San Francisco, hybrid
Published	2026-10-07	2026-10-07	2026-10-07

The Growth PM is the **"first Growth PM"** and reports to the CEO. The VP Product owns the pricing and payer roadmap. Only the Consumer PM works on the patient surface alone.

Two of three product hires build the payer-facing layer of the store

[1] Ashby product postings. The VP Product posting lists no salary band; the two PM postings list $175,000–$225,000 base plus equity.

Care ops: a $22/hr coordinator works the phones

Ops department | Remote | $22/hr | Published 2026-09-18

Phones
Inbound and outbound calls with patients, provider offices, insurers and labs.

Referral queue
Claim a referral, record outreach, log the outcome, end the shift. Specialist referral authorization is preferred.

Billing support
Medical billing submission, clarification and troubleshooting listed as preferred experience.

Records and follow-up
Care documentation in the EMR and internal tools; Athena experience preferred.

Reports to the Operations Manager; works with the Director of Operations, the Medical Director and clinicians. The Referrals portal runs the queue.

ALSO IN OPS AND CLINICAL OPS

Clinical Recruiter, Physicians
Ops, published 2026-09-22. Full-cycle physician sourcing and phone screens. Detail in Deep Dive 01.

Manager, NP Licensure & Collaborative Practice
Clinical, published 2026-10-12. Owns collaborative practice agreements and primary-source verification.

Care coordination is a phone job with a referral queue, priced at $22 an hour

[1] Ashby Care Coordinator, Clinical Recruiter and NP Licensure postings. · [4] Referrals portal: claim, outreach, outcome and shift routes.

Who already sits in these functions

NAME	ROLE	FUNCTION	SOURCE	CONFIDENCE
Ashwin Muralidharan	Co-founder and Chief Product Officer	Product, engineering, design, clinical, operations	GM bio page	High
Ed Cao	Chief Financial Officer	Finance; CFO since Feb 2025	LinkedIn; market report	High
Steph Croteau	Director of Operations	Care operations	LinkedIn; market report	High
Jeff Vlahos	Head of Design, founding designer	Design and brand	LinkedIn; market report	High
Thomas S.	RCM Specialist, Path Healthcare Systems, since Mar 2026	Revenue cycle	LinkedIn search result	Medium
Dr. Pallabi Sanyal-Dey	Medical Director	Clinical oversight and sign-off	GM bio page	High

Confidence: High means a first-party bio or a named LinkedIn profile. Medium means a search-result snippet only. No billing, coding or prior-authorization specialist appears in either record set.

The functions being hired are already staffed at the top, thinly

[11] Market report, executives and prior role table · [12] LinkedIn people records · [13] [14] GM bio pages, retrieved 2026-10-19.

What the listings say together, and what is missing

WHAT THE LISTINGS SAY TOGETHER

1. Insured care at scale. Eligibility, billing and payer contracting enter the org chart as executive work.

2. Founder-led to institutional product. A VP Product writes the playbook the founders have been running.

3. Payer and employer integration layer. The Growth PM builds the enterprise edge; health plans want IT alignment before adoption.

4. Human, phone-heavy care ops. A $22/hr desk, not a chatbot, handles referrals and insurer calls.

5. Leadership-first RCM build. Two executives before any analyst, coder or prior-auth specialist is posted.

WHAT IS NOT POSTED

1. Billing or coding specialist. CPT and ICD-10 work is named in the RCM scope but not staffed by a requisition.

2. Prior-authorization specialist. No PA role, and no PA case record in the recovered software.

3. Payer enrollment or credentialing specialist. Credentialing is offered as a benefit to physicians, not hired as a team.

4. VP Engineering. The VP Product posting names one, but the board lists four engineering requisitions instead.

5. Data or analytics role. RCM reporting and board KPIs have no dedicated hire.

The build is leadership-first; the specialist roles that do the work are absent

[1] All 16 live postings · [4] Portal route inventories · [10] Health-plan adoption needs IT integration and employer economics.

Sources

Retrieved 2026-10-19 unless noted. Snapshot files sit under `rea/osint/deep-dives/`.

#	SOURCE	DETAIL	RETRIEVED
1	Ashby job board API	16 listed jobs with department, location, publish date and posting text. `ashby_job_board_2026-10-19.json`	2026-10-19
2	GM Careers page	`https://generalmedicine.co/company/careers` lists the same 16 titles. `gm_public_pages_2026-10-19.json`	2026-10-19
3	Assignment of Benefits	Emerald Medical Practice P.C. is the billing party; pre-authorization assigned to patient or referring physician.	2026-10-19
4	Platform architecture	Vendor table, billing types, Athena sync, Referrals queue. `raw/reports/architecture.md`	2026-10-19
5	API route inventory	Eligibility checks, card-photo checks, DoseSpot benefit inquiries. `raw/reports/api-spec.md`	2026-10-19
6	GLP-1 journey dossier (sec. F)	Per-visit fees, $25 insured video math, staffing unknowns. `raw/reports/glp1-tirzepatide-journey.md`	2026-10-19
7	GLP-1 journey dossier (sec. D)	Prior authorization has no case record in the recovered portals. `raw/reports/glp1-tirzepatide-journey.md`	2026-10-19
8	Medications page copy	“We even take care of prior authorizations.” `lib/hardcoded-data/CategoryPages/medications.ts:43`	2026-10-19
9	AlphaSense Company Primer	Dual cash and insurance pricing; most major plans accepted. `wiki/raw/alphasense/alphasense-company-primer-2026-10-19.md`	2026-10-19
10	AlphaSense operational analysis	Payer and PBM partnership economics for digital vendors. `alphasense-operational-financial-analysis-2026-10-18.md`	2026-10-18
11	Market report	Executives and the prior 16-role table, sections 2.3 and 2.8.	2026-10-19
12	LinkedIn people records	Thomas S., RCM specialist at Path Healthcare Systems. `linkedin_team_and_posts.json`	2026-10-19
13	GM bio, Ashwin Muralidharan	Co-founder and CPO; leads product, engineering, design, clinical and operations.	2026-10-19
14	GM bio, Dr. Pallabi Sanyal-Dey	Medical Director; clinical oversight and sign-off.	2026-10-19

Pay figures are read from posting text because the board's structured compensation fields are empty. Derived margins are arithmetic on posted terms.