

Methodist Hospital of Southern California Physician Liaison

Department: Marketing and Communication

Hours: Exempt; Monday through Friday
Primarily 8:30 a.m. to 5 p.m.,
but flexibility required

JOB SUMMARY:

Under direction of director of marketing and communication, performs a variety of functions requiring initiative, discretion and independent judgment. This position will:

- Building and strengthening relationships with both hospital and non-hospital physicians and their office staff.
- Act as a liaison between primary care providers and specialty providers.
- Support the goals of referral growth through provider satisfaction, education and communication.
- Develop strategies to grow programs/services, as identified in the hospital's strategic plan.

EXPERIENCE AND QUALIFICATIONS:

- Bachelor's degree required; public relations, marketing or communication major preferred.
- Three to five years experience in health care, preferably in marketing or business development. Clinical and/or sales background desired.
- Demonstrated strong interpersonal and customer service skills.

- Demonstrated strong written and oral communication and organizational skills.

- Creative ability and take-charge, problem-solving attitude are important.
- Demonstrated computer skills are required, including Microsoft Word and Excel. Knowledge of ACT beneficial.
- Must have flexibility to adapt to change and the ability to plan and organize multiple projects in a fast-paced environment while recognizing and determining priorities
- Understanding of, and adherence, to deadlines.
- Must assure discreet and confidential handling of all business.

ESSENTIAL COMPETENCIES/PERFORMANCE EXPECTATIONS:

1. *Essential Functions:

- a. Develops and maintains strong service relationships with specialty and primary care providers through scheduled site visits.
- b. Develops relationships with referral sources to obtain information relative to strengths and weaknesses of services/providers. Prepares monthly and quarterly reports and reviews.
- c. Obtain, interpret and analyze physician information, e.g., utilization by physicians of this hospital's services and competing hospitals' services, in a timely and accurate manner.
- d. Make face-to-face contacts and presentations to all customers and potential customers introducing referral services and new products.
- e. Resolves or refers physician calls where appropriate, taking initiative to make decisions within authorized scope of responsibility, or direct decision-making to the proper authority.
- f. Follows up on specific questions or areas of interest and/or concerns expressed by physicians. Maintains an effective recording system to document calls, responses and activities.
- g. Works with director on physician recruitment and retention strategies.
- h. Facilitates entry of new physicians into the hospital. Ensures all new physicians receive appropriate and timely information, i.e., bio, parking information, physician directories, photo ID, tour of the hospital, etc.
- i. Aids in defining and identifying market area, participate in setting objectives, forecasts, and means of evaluation of market penetration; recommend and coordinate activities that will promote interest in the services offered by the medical center.
- j. Manages physician referral program (Web site and call center). Tracks number of physician referrals. Advises about any increases or decreases on a regular basis.
- k. Acts as a liaison between physicians and hospitals departments (e.g., IT, managed care, medical staff services, marketing).
- l. Maintains physician mailing lists; produce and distribute invitations and other notices.
- m. Actively demonstrates commitment to providing excellent customer service
- n. Demonstrates ability to reach decisions, takes appropriate action and follow-through within scope of responsibility, as defined by job description
- o. Functions as an effective team member within department/organization
- p. Observes established safety practices
- q. Actively participates in educational activities/self-development to enhance professional growth
- r. Maintains professional appearance and conduct as established by the system and department service.
- s. Encourages and maintains confidentiality in all interaction with physicians/providers.

2. Performs other duties as assigned.

* These are essential functions for this position. The essential functions of this job include, but may not be limited to, those listed in this job description. Employees hired for this position must be able to perform the essential functions of this job without imposing significant harm to health or safety of themselves or others.

For immediate consideration, please apply online through the www.methodisthospital.org Career Center.