



## HOSPICE OF ST. FRANCIS JOB DESCRIPTION

**JOB TITLE:** Professional Outreach Coordinator    **DEPARTMENT:** Business Development  
**EFFECTIVE:** August 2007    **REVIEWED/REVISED:** January 2018  
**APPROVED:** president/CEO

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### **JOB SUMMARY:**

Under the general direction of the Director of Professional Outreach, the Professional Outreach Coordinator is responsible for identifying, qualifying and creating new business relationships between Hospice of St. Francis and various customer segments within Brevard County. Customer segments require the Professional Outreach Coordinator to meet routinely with a wide range of personnel from physician offices, skilled nursing facilities, hospitals, assisted living facilities, church leaders, business community members or leaders and service groups. The primary purpose of the Professional Outreach Coordinator is to create relationships that generate appropriate referrals to Hospice of St. Francis. These relationships can be through one to one contact and group education.

**REPORTS TO:** Director of Professional Outreach

**DIRECTLY SUPERVISES:** None

### **EDUCATION AND/OR TRAINING REQUIRED:**

Bachelor's degree in Communications/Public Relations, Marketing, or a medical related field. In lieu of a Bachelor's degree, clinical licensure and relevant sales experience may be accepted.

**CERTIFICATIONS/LICENSES REQUIRED:** Unrestricted Driver's License.

### **EXPERIENCE/SPECIFIC SKILLS AND ABILITIES RECOMMENDED:**

Two to three years' experience in healthcare related sales; understanding of end-of- life care and the referral process for hospice care. Must possess excellent interpersonal and verbal/written communication skills and excellent customer service and problem-solving ability. Ability to work independently.

### **PHYSICAL REQUIREMENTS:**

Ability to lift, push, pull twenty five (25) pounds without difficulty; able to work extended hours as required under various work environments and work under varying levels of stress.

### **PRIMARY RESPONSIBILITIES:**

1. Initiates/builds/maintains positive long-term professional relationships with physicians, community, business and all referral sources.
2. Serves as a liaison between Hospice of St. Francis and referral sources, including but not limited to, physicians, discharge planners at facilities, personnel at nursing facilities, and community and business leaders.
3. Routinely visits physician offices, nursing homes, assisted living facilities and other health care organizations; and community and business leaders on a one-on-one basis to accomplish defined sales goals.

4. Develops objective based, implementable market outreach plans to achieve annual sales goals. Plans are structured to achieve increased penetration of the identified markets.
5. Educates community and business referral sources regarding the scope of services/programs offered by HOSF.
6. Maintains and develops key sales skills in the area of new customer development, managing the sale, maintains and develops knowledge base in each key referral source, conducts appropriate interactions/communications with all customer groups, establishes effective plan for assigned territory and communicates and reports issues to VPBD through established processes.
7. Meets or exceeds benchmarks for key sales functions.
8. Assists Community Outreach Coordinators with health fair presentations.
9. Works closely with other Professional Outreach Coordinators to develop market outreach plans to achieve coordinated sales efforts and facility and community educational goals.
10. Works closely with clinical personnel to achieve organization goals.

**SECONDARY RESPONSIBILITIES:**

Every incidental duty connected with the Professional Outreach Coordinator position cannot be specified in the job description and the employee may be required to perform duties that are not included in this job description.

**COMPLIANCE:**

Exhibits knowledge of organizational policies, and state and federal laws and regulations consistent with duties and responsibilities. Demonstrates high ethical standards and compliance with organizational standards.

**QUALITY:**

Actively participates in the Quality Assessment Performance Improvement program by identifying opportunities for improvement and by participating in performance improvement activities. Demonstrates the ability to apply customer service techniques to facilitate improved outcomes with internal and external customers.

**MACHINES, EQUIPMENT, TOOLS USED:**

Computer; telephone; cell phone; copier; calculator and normal office equipment. Computer software, programs and applications such as electronic medical records (EMR) and Customer Relationship Management (CRM).

**JOB HAZARDS/RISKS:**

Risk level II—Minimal risk to exposure of blood borne pathogens or other potentially infectious materials; variable exposure to office chemicals.

**ORIENTATION:**

Position requires general orientation; and approximately one (1) month to HOSF specific orientation and policies/procedures.

**STANDARDS OF PERFORMANCE:**

1. Performs and documents in CRM a minimum of 8-10 quality calls daily with physicians, discharge planners, nursing and assisted living facility personnel, community, and business leaders.
2. Acquires a combination of three new accounts and/or activate three inactive accounts quarterly.
3. Develops quarterly business plans with goals and expected outcomes for market outreach.
4. Measurement of key customer development by discussion with, and agreement by the Business Development Manager.
5. Measurement of benchmarks of key sales functions through new or increased number of admissions from contacts.
6. Long term relationship building measured through supervisory observations and numbers of admissions from those relationships.

**EVALUATION OF PERFORMANCE:**

After ninety days and annually thereafter. Incentive compensation calculated and paid, if achieved goals, on a quarterly basis. **The rules and structure of the Bonus Program are subject to review and may be changed/adjusted as approved by the CEO/President.**

Hospice of St. Francis provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Hospice of St. Francis complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Hospice of St. Francis expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Hospice of St. Francis' employees to perform their job duties may result in discipline up to and including discharge.

I have read and understand the contents of this job description.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_