

**HOPE HOSPICE, INC.
JOB DESCRIPTION**

Fulltime/Non-Exempt

POSITION: Medical Marketing and Customer Service Representative

REPORTS TO: Director of Marketing

RESPONSIBILITIES:

Under the direction of the Director of Marketing, develops and implements a regular structured program of contact and outreach to identify new referral sources and to maintain on-going relationships with physicians and referral sources that will increase census and preference for Hope Hospice services. Determines primary decision makers and proactively builds positive, solid working relationships with members of the medical community. Promotes and positions Hope Hospice's patient care service through regular visits in a manner that illustrates and reflects Hope Hospice's quality of care and unique capabilities. Works to build the brand of Hope Hospice as the preferred hospice provider in our service area to achieve and exceed agency goals for growth and census management.

FUNCTIONS:

Makes regular, planned calls to secure new referrals, build census, and meet established goals on new and existing referring physicians; facilities; case managers, discharge planners, and social workers in hospitals and skilled nursing facilities; and other health care providers

Maintains organized account information on each client, tracks visits/results on agency data base.

Identifies and prioritizes key accounts

Uses superior customer service to maintain current and establish new business relationships

Provides input and assists in organizing educational and appreciation activities such as National Hospice and Palliative Care Month, National Nurses' Week, Veteran's Day and other opportunities to enhance the Hope Hospice brand in the community.

Actively participates in Marketing Department meetings and activities and attends Hope Hospice Staff Meetings

Provides editorial input for *On Call* physician newsletter

Provides input in development of agency marketing plan and collaborates with other staff, as assigned.

Helps build collaborative working relationships both internally and externally

Participates in the agency's Performance Improvement program as appropriate

Performs specific assignments as requested

QUALIFICATIONS:

Proven record of accomplishment in achieving new patient referrals and building relationships with referral sources

Proven ability to generate and maintain relationships with new and existing accounts including physicians, healthcare professionals, community agencies, patients and families

Possess medical community knowledge and an understanding of and commitment to the hospice philosophy

Minimum of a Bachelor's Degree, ideal candidate is an RN with medical sales experience in local market

Must be highly motivated, energetic and possess strong interpersonal relationship and communication skills.

Excellent spoken and written communication skills

Able to work independently and perform physical activities of the job

Computer literate/familiarity with various software programs

Possess a valid California Driver's License, valid auto insurance, and a reliable vehicle for field use.