



Position Description

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|--------------------------|-------------------|------------------------|---------------------------------|
| Title: | Community Liaison | Reports to: | Development & Outreach Director |
| Primary Location: | Community | FLSA Class: | Exempt |
| Supervises: | None | Effective Date: | 08/17/2015 |

Position Summary:

The Community Liaison ensures that HSM programs and services are effectively represented to all Hospice of Southern Maine stakeholders. This position functions as a liaison between stakeholders and various HSM Departments by developing strategies to ensure better end of life care through community education, and relationship building with care partners and referral sources.

Qualifications:

1. Education: Bachelor's Degree required.
2. Experience: 2 years business development/outreach/marketing experience or comparable experience with proven outcomes required. CRM experience and understanding required. Healthcare and/or Hospice experience preferred.
3. License/Certification: Valid driver's license with a vehicle that is insured in accordance with state and/or agency requirements and is in good working order.

Essential Duties & Responsibilities:

1. Develops and maintains business relationships with referral sources in order to foster strong and growing referral base. Referral sources include all stakeholders within and surrounding our geographic service area.
2. Ability to interpret data and utilize performance targets to focus work activity and monitor outcomes.
3. Uses well organized systems to document work activity and ensure proper relationship management occurs.
4. Markets utilization of hospice services through regular contact with existing and potential referral sources. Assures that HSM collateral materials are in all appropriate offices.
5. Assists in the production and implementation of all promotional materials as described in the marketing plan.
6. Develops, conducts and presents community educational programs, as well as hospice awareness and utilization to all stakeholders.
7. Ensures and maintains customer satisfaction of hospice programs to all referral sources.
8. Develops and strengthens relationships with selected areas of each contracted facility through regularly scheduled visits, informational in-services, and targeted outreach.
9. Contributes to the design objectives, implementation, and outcome measurement of a business development plan. Provides input to the Development & Outreach Director.
10. Analyzes program needs for marketing/business development related to the medical community, cultivates and facilitates relationships, recommends programs, events and campaigns to support agency mission and goals. Maintains systems for accurate record keeping and assists with the evaluation process on an ongoing basis.
11. Delivers timely and urgent referral information from stakeholders and promptly communicates to the Development & Outreach Director and the Clinical Department.
12. Coordinates with the Access Department as necessary.
13. Completes and provides documentation that clearly reflects activities related to goals.
14. Utilizes appropriate resources to maintain knowledge and skills for hospice care in all settings, including regulatory/reimbursement guidelines.
15. Utilizes good computer skills to access patient and business information and create/review presentations and written materials.

Other Job Functions:

The following is a list of responsibilities of this position, but is not intended to cover other related duties that this position may be required to perform from time to time.

1. Protects the patients' right to privacy and the confidentiality of patient and business records and information.
2. Works with diverse social and economic situations without imposing own values; maintains appropriate professional boundaries.
3. Demonstrates understanding of hospice philosophy.
4. Demonstrates understanding of team approach and communication. Demonstrates ability to be a productive team member.
5. Contributes to positive atmosphere; demonstrates positive interactions with all internal and external customers.
6. Provides timely and appropriate response to internal and external customer needs.
7. Keeps supervisor informed of real or potential problems. Reports incidents and customer concerns according to agency policy. Informs supervisor of any unresolved customer complaints.
8. Participates in meetings and quality assurance program improvement activities as required and necessary. Offers suggestions to improve policies, procedures, and services in appropriate manner and time.
9. Demonstrates knowledge and support of agency's safety and OSHA policies. Demonstrates use of safety judgment on a case-by-case basis. Utilizes proper body mechanics and safe working techniques and reports unsafe environments/practices to supervisor in a timely manner.
10. Demonstrates understanding of HIPAA Privacy Standards and related Agency policies.
11. Acts in a manner consistent with the Code of Conduct outlined in the Agency's Corporate Compliance Program.
12. Demonstrates understanding and compliance with agency policies, including but not limited to, professional boundaries, documentation, continuing education, attendance/work schedules and required HR documentation, State and Federal policies and procedures, laws and regulations.
13. Performs other duties to support the agency as assigned.

Required Skills, Abilities & Knowledge:

1. Ability to work independently, while collaborating with other team members.
2. Ability to evaluate a situation quickly and respond appropriately.
3. Ability to adapt to changing customer and/or agency priorities.
4. Excellent assessment, written and verbal communication, and public relations skills.
5. Ability to self-motivate.
6. Excellent time management and organizational skills to manage multiple tasks and meet deadlines.
7. Ability to focus on detail and demonstrate accuracy.
8. Ability to deal effectively with stress.
9. Ability to assume responsibilities on a variety of projects and to make independent decisions within the scope of the position's responsibilities.
10. Extensive knowledge of hospice services and regulations.
11. Knowledge of community agencies and their roles within the community and ability to communicate this information.
12. Presents as a business professional.
13. Computer skills: Proficient with various software applications, including but not limited to CRM and Microsoft Office: Outlook, Word, Excel and PowerPoint and Access.

Physical Requirements:

The physical requirements described are representative of those that must be met to successfully perform the essential responsibilities of this position. Reasonable accommodations may be made.

| | Occasional (25%) | Frequent (50%) | Continuous (75%) |
|--|---------------------|-------------------|---------------------|
| Lift or transfer | | | |
| Up to 10 lbs. | | | X |
| 11-20 lbs. | | X | |
| 21-35 lbs. | X | | |
| Carry | | X | |
| Push or pull | | X | |
| Climb | X | | |
| Reach | | X | |
| Stoop or bend | | X | |
| Crouch | | X | |
| Kneel | | X | |
| Handle or feel | | X | |
| Talk | | | X |
| Hear | | | X |
| See | | | X |
| Sit, walk, stand | | | X |
| Distinguish smell/temperature | | X | |
| Exposure to blood borne pathogens and infectious disease | | X | |
| Exposure to hazardous materials | X | | |
| Repetitive Motion | | X | |

Visual Requirements: The worker deals with office and/or medical equipment at or within arms reach. Must be able to see to drive and to review/complete computer and paper documentation.

Mental Requirements: Requires the ability to plan and perform a wide variety of duties requiring thorough knowledge of policies and procedures. Requires considerable judgment to work independently toward general results, devising methods, modifying or adapting standard procedures to meet different conditions, making decisions based on precedent and policy.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee or for this job. Duties, responsibilities and activities may change at any time with or without notice.

Employee's Signature _____ **Date** _____