

JOB DESCRIPTION

Referral Advocate

REPORTING RELATIONSHIP:

Supervised by: Administrator

Interrelationships: Community outreach, patients, family, and other health care team members.

JOB SUMMARY:

The referral advocate will build relationships within the healthcare community, networking in assigned regions, community events, initial face to face visits with potential patients and families to explain hospice services, and follow up with all pending referrals/leads.

QUALIFICATIONS:

Educational/Degree: Associates or bachelor's degree from an accredited university, preferred. Degree in healthcare strongly preferred.

Training/Licensure: Licensure as a Registered Nurse (RN) or Licensed Practical Nurse (LPN) in the state of Ohio strongly preferred.

Knowledge/Skills/Ability: Demonstrated ability in or application of organizational/communication skills and leadership skills. Ability to deal effectively with high levels of stress. Ability to enlist cooperation of many people in furthering a program.

Experience: At least two (2) years of marketing experience in a Hospice or other Healthcare program.

JOB FACTORS:

Physical Requirements:

Ability to perform the following tasks if necessary:

- Ability to participate in physical activity.
- Ability to work for an extended period while standing and being involved in physical activity.
- Moderate lifting.
- Ability to do extensive bending, lifting and standing on a regular basis.

Mental Requirements:

Must be able to work independently, make judgments based on information available and act accordingly. Must be willing to make decisions based on what is best for the entire Hospice IDT. Must be flexible, innovative and possess good interpersonal skills. Must be able to cope with mental and emotional stress and demonstrate emotional stability.

Working Conditions:

Be able to tolerate exposure to elements including, but not limited to, odors, blood, body fluids and excrements, adverse environmental conditions and hazardous materials.

Transportation:

Must have a current valid driver's license. Will be provided a company car, will maintain routine maintenance on company car. No smoking, alcoholic consumption or unapproved passengers in car. Car must be used for work purposes only, personal use is prohibited.

Requirements for the Candidate:

- Successful experience in healthcare sales
- Existing positive professional relationships within 1 or more of the counties in our service area (professional relationships with area physicians, assisted living facilities, skilled nursing facilities and other organizations/community leaders strongly preferred)
- Passion for and knowledge of hospice care
- Thrive in a self-directed and independent work environment

Strongly Preferred Candidates will Have:

- Experience in Hospice or Nursing Facility Sales/Marketing
- Licensed as a Registered Nurse (RN) or Licensed Practical Nurse (LPN) in the state of Ohio
- Knowledge of the Hospice Benefit and how Hospice is paid for
- Knowledge of community resources
- Knowledge of and comfort with a variety of healthcare settings including doctors offices, hospitals, and facilities (assisted living, skilled nursing)

The team member must:

- Work efficiently and effectively while traveling the majority of the time (your “mobile office”)
- Form and maintain relationships with referral sources in all assigned settings
- Utilize his/her resources to advance Company’s mission and vision efficiently and rapidly
- Be self-directed, self-starting and able to identify and complete assignments independently
- Possess strong organizational skills, approachability, polished interpersonal skills and self-motivation
- Easily adapt to different environments, types of people, and an ever-changing schedule that is rarely “routine”
- Understand hospice philosophy, issues of death/dying, and advanced care planning
- Be able to prioritize and handle multiple responsibilities, including the ability to prioritize referral sources when planning a schedule for sales calls.
- Be efficient with technology including laptop, iPad, smart phone, Google Suite (Drive, Docs, Sheets, Calendar, etc.), electronic medical records system (Brightree electronic medical records experience preferred but not required), and typing
- Assume responsibility for his/her own personal and professional development and maintaining the skills needed to be successful in this role

Responsibilities will include the following and more as assigned by Administrator:

- Daily sales calls, including visits to referral sources
- Planning and carrying out a marketing plan (this includes a weekly schedule for the individual and assisting with continuing to develop the larger marketing plan for the company)
- Utilizing data to drive planning
- Responding to patient/family inquiries, including meeting with prospective patients and/or their representatives
- Developing and maintaining a knowledge base of the evolving services of our industry
- Providing community education and information about the unique services we offer
- Working with other team members and disciplines to develop community events, education, etc.
- Assisting referral sources in identifying patients who could benefit from hospice care
- Troubleshooting, appropriately communicating and resolving service issues as they arise
- Maintaining and submitting tracking of contacts made daily

- Ability to meet and maintain assigned contact and admission quotas
- Acting as a member of the interdisciplinary team, offering suggestions based on customer feedback to continuously improve care and service
- Participating in daily team communication to ensure team members have all pertinent information for effective operations and excellent customer service
- Utilizing knowledge of the current market and needs of patients, families and the community to develop creative programs to assist with higher levels of patient care, community outreach, and growth for the agency
- Attending and/or leading marketing meetings, staff meetings, interdisciplinary team meetings, and other meetings as assigned
- Preparing and submitting reports as assigned