Job Description

The Physician Liaison reports to the Director of Business Development and Physician Relations, and has a secondary report to the V.P. of Business Development and Marketing. Physician Liaisons are responsible for forming, growing and maintaining long-term partnerships with physicians, urgent care facilities, medical specialty groups and other clinical groups to increase referrals and gain market share. The Physician Liaisons and Business Development Representatives work together to implement sales and marketing strategies that ultimately drive volume through measurable relationships.

Position Title - Physician Liaison

Responsibilities:

- Successfully completes all training and on-board requirements, including implementing CRM tools, analytics and Elite Care Academy.
- Continually develops medical and disease state knowledge to effectively engage with healthcare professionals regarding clinical evidence, product and service efficacy/safety.
- Works closely with the Business Development Team to discuss marketing activities, identify new business, potential problems, and new opportunities.
- Develops long-term referral relationships while achieving the highest level of customer service and satisfaction.
- Maintains relationships with physicians, and key influencers to drive patient volume, enhance customer loyalty and exceed client satisfaction.
- Assists in the delivery and presentation of specialty marketing materials to address prospective clinical partnership needs.
- Implements sales, relationship, and social media data to sales reports and CRM.
- Communicates opportunities to the Director of Business Development and Physician Relations to assist in the development of strategic objectives to improve volume.
- Conducts marketing and sales calls with physician and clinical staff as appropriate to secure business.
• Assists in establishing targets, and implementing sales and marketing plans to meet such targets.
• Acts as a liaison between physicians, clinicians and Elite Care Emergency employees to resolve problems, provide and obtain information, and maintain positive working relationships.
• Maintains confidentiality with staff, supervisors, patients, and family.
• Responsible for demonstrating knowledge of company policies, interpretation, and relevance to issues as they arise.
• Submits weekly status reports, and prepared to present such information during weekly sales and business development meetings.
• Maintains an awareness of competitive activity within the market and updates information as needed.
• Executes a monthly plan/budget and submits expense reports in an accurate and timely manner.
• Other duties may apply as assigned.

Requirements:
• Bachelors degree
• Ability to work in Excel, Word, Power point, and CRM.
• 5 years of business development experience.
• 5 years experience with proven record of pharmaceutical, physician or medical sales experience.
• 3 years experience with healthcare marketing.
• Successfully demonstrated meeting quotas/goals.
• Ability to learn, analyze, understand and convey complex information.
• Excellent written and verbal, communication skills, including ability to present complex information in a clear and concise manner.
• Must have strong, attention to detail, clinical/medical acumen and excellent problem solving skills.
• Ability to organize necessary resources, including people, tools and time to meet tight deadlines and achieve desired results.
• Must have a valid driver’s license and dependable vehicle for transportation.

Employee Signature_________________________________________
date________________________