

HOSPITAL SALES REPRESENTATIVE/ PHYSICIAN LIAISON JOB DESCRIPTION

The hospital sales representative/ physician liaison is responsible for promoting core and specialty services to the physician community. This position provides support services in all functional areas of sales including the utilization of affiliate services, cultivating and strengthening referral activities by implementing and promoting professional services.

The hospital sales representative is best defined as a flexible sales resource that focuses on facility-specific service lines that are in alignment with the market strategy. This position reports directly to _____. This is a full-time position with a base salary plus incentive compensation.

MAJOR RESPONSIBILITIES:

Market Management and Sales Analytics

- Identify target markets in accordance with organizational strategy utilizing familiarity with hospital operations and existing reporting, tools and dashboards.
- Evaluate and interpret market utilization data and market demographics, including market share data for primary or secondary facility service lines, ensuring that sales priorities are identified for both physicians and patient populations.
- Interpret current physician referral patterns, trends, and financial margins, ensuring that sales resources are optimized.
- Develop sales and retention strategies for target markets and facility service lines.
 - Goals and timelines for closing new or enhanced physician referrals
 - Goals and timelines for growing referral volumes based on new or established physician and outreach relationships
- Conduct pre and post call planning maintaining and utilizing CRM system.

Sales Leadership/ Business Development/ Relationship Management

- Facilitate the retention of physician, referring hospital and community relationships.
- Complete face-to-face sales meetings with physicians, schedulers, practice managers, and medical staff from referring hospitals to ensure understanding, as well as to close business, ensuring that obstacles are identified and minimized.
- Effectively manage territory, conducting office visits to include:
 - Education on services offered, enhancement and new advances
 - Maintaining image (community-centered, patient-first, leading-edge provider)
 - Offering excellent customer service
 - Implementing new products/services/ protocols
 - Communicating opportunities, market trends, and issues to appropriate management/staff in a timely manner

- Increasing referral percentages/volume and expand services utilized

Physician Liaison/ Hospital Communications

- Prepare and present opportunities, market trends, and challenges to appropriate leadership/staff in a timely manner and on a regular basis, gaining support and commitment as needed.
- Coordinate meetings between key staff, physician groups, and external customer groups to improve communication and relationships in order to increase referrals or resolve customer service issues.

CRITICAL COMPETENCIES FOR SUCCESS:

- Ability to research, understand and explain healthcare services' volume, utilization, market data, and physician referral patterns.
- Knowledge of key industry business drivers, emerging medical trends, and performance metrics, and ability to leverage that knowledge to inform strategy.
- Strong communication, interpersonal, collaborative, and analytical skills with a customer focus; must be able to foster and maintain sound working relationships.
- Independently motivated and driven to achieve high goals and seek continuous improvement in knowledge and skills.
- Competencies for sales efficiency and effectiveness; discipline in goal setting, prospecting, networking, territory management, and time management. Skills in account management, needs assessment, value propositioning, handling objections and gaining agreement.
- Skills to employ technologies effectively and proficiency (MS office suite, CRM Systems, relevant mobile technology and web-based applications.)

QUALIFICATIONS (EDUCATION AND PROFESSIONAL EXPERIENCE):

Education:

- Requires a minimum of a Bachelor's Degree in business, healthcare administration, or related field from an accredited college or university.
- Preferred: Master's degree in related field.

Experience:

- Requires a minimum of five years in a sales and business development role and 2 years in Healthcare related industry.
- Progressive healthcare sales experience in a multi-site healthcare organization strongly preferred.

Other:

- Requires the ability to travel in the service area on a regular basis.