

OCHSNER HEALTH SYSTEM JOB DESCRIPTION

- I. JOB TITLE:** Physician Liaison
- DEPARTMENT:** Physician Services
- REPORTS TO:** Physician Services Manager
 Physician Services Vice
 President

II. GENERAL SUMMARY:

The Physician Liaison serves to strengthen relationships between Ochsner Medical Center West Bank and local physicians and the community. They provide physician offices with unified information about OMC West Bank services. They solicit feedback and needs from physician offices and work collaboratively with various hospital departments to resolve the issues. They have a thorough understanding of market demands and an ability to target and execute business development opportunities.

Demonstrates actions consistent with Ochsner's Expectations as duties are performed on a daily basis.

III. MINIMUM QUALIFICATIONS:

A. Education, Experience & Training:

Bachelor's Degree in business or related field required; preferably marketing, business administration, or health care administration or other related field. A minimum of 3-5 years experience in health care clinic experience , physician sales/marketing or provider relations . Strong background and experience in Excel and Access database required.

B. Other Qualifications:

Strong oral and written communication skills to interact with the outside medical and local community. Strong organizational skills with the ability to handle a flexible, fast-paced and problem solving work environment. Strong interpersonal skills to build relationships with local physicians offices and local communities and their representatives. Ability to work with minimum field supervision and to effectively prioritize work.

C. Physical Demands:

Ability to travel throughout the market territory, with the ability to lift 10-12 lbs in and out of the car. Ability to work nights and some weekends.

IV. ESSENTIAL JOB DUTIES:

**OMC-WESTBANK
PERFORMANCE STANDARDS**

DEPARTMENT: Physician Services

JOB TITLE: Physician Liaison

ESSENTIAL FUNCTIONS	WEIGHT	STANDARDS
<p>1. Executes routine and special relationship management actions with targeted physicians and practice managers.</p>	<p>30%</p>	<ul style="list-style-type: none"> a) Calls on physicians/practices identified by CEO, VPMA, VP of Physician Services or Manager to assess awareness and/or barriers to business. b) Daily updates to the Physician Services Database are required by the end of the day for all visits and interactions that occurred that day. c) Daily updates to GroupWise calendar are required by the end of the day for all visits and interactions that occurred that day. d) Weekly reports of issues and concerns should be forwarded to the Manager. e) A monthly goal sheet should be developed with the Manager and VP for approval of tasks and projects. f) Identifies and facilitates resolution of systemic and specific physician issues or concerns problems. g) Maintains confidentiality unless specifically released by the individual physician or VP. h) Responds to routine questions from community representatives relative to the functions and activities of the hospital. i) Provide weekly opportunity reports for Manager and VP.
<p>2. Supports the department with special projects assigned by Administrative staff.</p>	<p>30%</p>	<ul style="list-style-type: none"> a) Handles training or coordination of training for all hospital information systems for physicians and their staff. b) Calls on practice managers of those physicians participating in orientation and practice managers for current physicians/practices to provide information about hospital services, scheduling procedures, etc. as requested by Manger or VP. c) Makes three attempts to call on practice managers and documents in database. d) Identifies and facilitates resolution of systemic and specific practice issues or problems. e) Assists with coordination of quarterly Office Manager or Medical Staff support seminars (topic selection, coordination, and follow-up). f) Provides individual follow-up as needed with practices to assess needs. g) Assists with coordination and development of needs assessment for individual specialty or practices to insure needs are met. h) Assists with group presentations and exhibits promoting or explaining services offered by Ochsner Medical Center West Bank. i) Coordinates administrative details of facilities, invitations, catering and other services for hospital functions, conferences, and banquets as delegated by the Manager or VP. j) Evaluates all phases of projects and reports progress to Manager or VP to assure quality and compliance with program objectives.
<p>3. Tracks and reports encounters and other</p>	<p>15%</p>	<ul style="list-style-type: none"> a) Assists with business plan development with

ESSENTIAL FUNCTIONS	WEIGHT	STANDARDS
pertinent data.		Manager/VP quarterly or more frequently if needed. b) Logs all physician contacts, detailing barriers to business, potential business opportunities, customer satisfaction and follow up requirements in the physician services database. c) Reports all priority items to Manager within twenty-four hours of receipt. d) Provides a quarterly report to Manager of past visits with physicians and future visits. e) Tracks all expenditures for advertising and purchased services by product line, category and item description. f) Generates and distributes expense summary in a timely manner. g) Tracks advertising and purchased services sub accounts.
4. Supports Marketing efforts to create and distribute communications with the Medical Staff.	15%	a) Maintain and collect pertinent hospital departmental information for distribution for the Medical Staff b) Create and distribute monthly Physician Office Updates representing information from relevant departments c) Coordinate with Marketing Department to create and distribute Quarterly monthly newsletters for the Medical staff. d) Generate letters and other communications as necessary. e) Ensure all communications are updated on Departmental websites f) Maintains files or press clippings and pertinent materials, historical background, and photographs for hospital development and activities.
5. Supports, updates, and maintains departmental database and reports.	10%	a) Maintains current Microsoft Access database b) Identifies opportunities for improvement in database and implements c) Utilizes Ochsner resources to improve and maintain database. d) Creates and maintains Excel reports for departmental use e) Creates and maintains Access reports for departmental use