**Cayuga Medical Associates**

**Job Description**

**Job Title:** Physician Liaison

**Reports to:** Director of Facilities and Project Management

**Purpose:** To assist marketing and be responsible for the sales and public relations of CMA and the entire Cayuga Health System.

**CMA Pledge to Service Excellence**

All CMA employees are required to display the following cornerstones in representing themselves as an employee of Cayuga Medical Associates:

* *Patient- Centered Excellence*: We will provide exceptional and compassionate care, one patient at a time.
* *Teamwork*: We will work together as a cohesive team.
* *Safety:* We will maintain a safe, clean, and welcoming environment.
* *Respect:* We will maintain a respectful and peaceful atmosphere.
* *Professionalism*: We will act in a professional and positive manner.

**Essential Job Functions:**

* Initiate and manage outreach to doctors, practice managers, and referral coordinators - via pre-arranged in-person meetings, door-to-door sales calls, cold calling, and/or email outreach.
* Develop new strategies for expanding patient referrals from physicians (e.g. hosting lunch and learns, pop-ups, etc.)
* Collaborate with marketing/public relations to monitor referral metrics and assure targets are met.
* Drive and sustain incremental volume in service lines and services in alignment with CMA’s growth strategies and business plans.
* Identify marketing and referral needs and goals to help develop strategic B2B business development plans.

**Knowledge, skills and requirements**

* Strong interpersonal and organizational skills
* Comfortable with public speaking and strong communication skills both written and verbal
* An associate’s or bachelor’s degree in sales, marketing, healthcare administration or related field
* 1-3 years in medical practice environment preferred
* Experience in healthcare sales is a plus
* Must have reliable vehicle as travel will be required

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required for successful performance of this role.

**Physical requirements:**

* Standing --
* Sitting --
* Reaching--
* Bending --
* Lifting – must be able to lift 25 lb.

**Working environment:**

* Position requires majority of the day out of the office traveling to offices within a defined geographic area.
* Collaborative work environment amongst numerous entities within the health system
* Comfortable work touchdown space provided for any in office work required

I have reviewed the above job description and accept this position with the acknowledgement that I am willing and able to meet all requirements and expectations.

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Employee Signature Date

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Print Name