

Job Description

GP Liaison Officer

The employee will undertake their role in a manner that demonstrates commitment to Ramsay Health Care and its values.

The Ramsay Way

- We are caring, progressive, enjoy our work and use a positive spirit to succeed
- We take pride in our achievements and actively seek new ways of doing things better
- We value integrity, credibility and respect for the individual
- We build constructive relationships to achieve positive outcomes for all
- We believe that success comes through recognizing and encouraging the value of people and teams
- We aim to grow our business while maintaining sustainable levels of profitability, providing a basis for stakeholder loyalty

Position Title	GP Liaison Officer
Unit / Department Reports to	Hospital Director
Position Summary	<p>This is primarily a field based role, with accountability for delivering targeted referrals and revenues across the Ramsay portfolio for a defined territory.</p> <p>Assist the Hospital Director in driving growth across all payor channels into the hospital and Ramsay as a whole, in conjunction with defined targets and the business plan</p> <p>Build effective and productive relationships with current and potential patient referral sources in defined territories, with the objective of driving revenue into Ramsay.</p> <p>Provision of education and information to these key General Practitioners (GPs) and other stakeholders using primarily face-to-face methods, to ensure stakeholders have a thorough understanding of the comprehensive range of services and specialists available at the Hospital and Ramsay as a whole in order to increase referrals in line with strategic organisational objectives.</p> <p>Drive awareness amongst referrers of The Ramsay Way and our strategic imperatives utilising the relationships built with Ramsay hospital consultants to facilitate this awareness.</p> <p>Work effectively with your line manager and collegiately with key internal partners such as the PPM to drive business growth and opportunity.</p> <p>Use analytics and competitor insight to ensure optimal use of time and</p>

	resource on both existing and new referrers and to identify market and service development opportunities.
Qualifications / Key Selection Criteria	
Essential	<ul style="list-style-type: none"> • Previous experience of working in a similar role within healthcare or proven track record in sales and account management environment. • Strong organisational skills. • Ability to work effectively in a team environment and independently in a field based role. • Excellent communication and negotiation skills. • Tenacity and resilience; a strong desire to achieve targets. • Strong IT literacy. • Flexibility to work evenings and some weekends for planned schedule of events / hospitality. • Full UK driving licence.
Desirables	<ul style="list-style-type: none"> • A good understanding of the healthcare referral process. • Previous hospital or private healthcare experience. • Degree Educated. • Understanding of clinical commissioning groups. • Knowledge of e-RS and/or practice based commissioning (PBC). • Experience of data analysis and producing outcomes reports related to KPIs

Behavioural Attributes	
Personal Resilience	<ul style="list-style-type: none"> • Be positive and even tempered in the workplace • Have a positive, proud 'can do' attitude • Flexibility and adaptability
Professionalism	<ul style="list-style-type: none"> • Demonstrate honesty, integrity and ethics in the workplace.
Leadership	<ul style="list-style-type: none"> • Able to galvanise GPs and others key referrers to take action to achieve hospital and company goals • Ability to arrange and lead on events ensuring desired conversions and outcomes are delivered • Supports the Ramsay culture; contributing to and fostering a positive working team environment

Key Performance Criteria

Element	Criteria
Personal & Professional Development	<ul style="list-style-type: none"> • Act in a professional manner at all times when dealing with internal and external stakeholders and customers • Promote the company in a positive manner both internally and externally • Demonstrate a good work ethic that includes punctuality, integrity, respect of others and a commitment to professional practice • Adhere to Ramsay policies and procedures • Be responsible and accountable for own designated responsibilities

Element	Criteria
	<ul style="list-style-type: none"> • Participate in the annual Performance Development Review process • Undertake training and development in order to retain and improve upon existing skills and build new skills
Customer Service	<ul style="list-style-type: none"> • Treat all customers with respect and equality whilst meeting all aspects of our services in a timely and professional manner • Recognise and tolerate individual differences in others including gender, sexual preferences, age, disability and culture in line with Ramsay Health Care Equal Opportunities and Dignity at Work policies • Maintain communication networks with key senior managers, staff and other stakeholders so that quality business outcomes are achieved • Dress and personal presentation reflect the requirements of the Ramsay Health Care Dress Code
Teamwork and Communication	<ul style="list-style-type: none"> • Demonstrate the ability to work both independently and within a team structure. • Behave in a friendly and supportive manner to other employees. • Work collaboratively and cooperatively with all stakeholders and members of the team. • Resolves any workplace conflict in a professional manner through the correct organisational processes. • Assist new members of staff to effectively perform their role through mentoring and sharing best practice. • Demonstrate excellent communication skills. • Liaise with colleagues and stakeholders and report outcomes or needs to the relevant function manager or Director. • Attend departmental meetings and read relevant communications while contributing to improving standards of services in line with the needs of the business. • Positively influence others by explaining information and ideas to solicit and engage staff, patients and consultants in what needs to be achieved • Is a clear, logical and persuasive communicator across various audiences and stakeholders at all levels • Regular interaction and feedback with HD and hospital departments through regular reviews and participation in key business meetings
Technical Skills & Application	<ul style="list-style-type: none"> • Analyses the market place to develop an effective territory/account sales strategy, and presents the strategy to management to gain approval for implementation. • Demonstrates use of data analysis process in conjunction with adopting an account management approach to planning a schedule of visits to primary care customers and other referrers in order to achieve Key Performance Indicators. • Ensure intelligent insight and a responsive strategy to market trends. • Identifies and analyses competitor activity within the territory. • Builds strong and lasting business relationships with key decision makers and those influential in the purchasing process. • Supports central and regional initiatives. • Develop and deliver a strategy for increasing revenue generation from all payor streams in line with the hospital's business plan and corporate objectives • Engage with insurers through the commercial team to explore patient pathway opportunities and a more collaborative approach • Explore other potential partnership opportunities ex corporate companies • Define a clear strategy of engagement and recruitment needs of consultants to deliver the hospital strategy and growth plan • Identify commercial potential across the territory and within consultant groups to protect business and ensure succession planning • Investigate outreach opportunities to expand the hospital network and

Element	Criteria
	<ul style="list-style-type: none"> drive referrals • To coordinate other communications and engagement activity with consultants to build their practice within the hospital. • Identifies and addresses all key decision makers within the territory and communicates this interaction with the Hospital Director for further development. • Contributes to the collateral toolkit, ensuring consistency in brand of all materials used • Organises and attends GP education events and hospitality. • Feedback business development opportunities to contribute to the hospital strategy and the wider strategic goals of Ramsay • Regular engagement with referral management centres and other key referral mechanisms. • Engage in proactive business development efforts to promote hospital services. • Identify new business opportunities with local GPs, Trusts etc. • Identify where there are NHS business opportunities e.g. through e-RS Self-Pay or PMI utilisation, practice based commissioning (PBC) consortiums, new GP commissioning consortia and feeds back leads
Continuous Improvement	<ul style="list-style-type: none"> • Promote best practice in line with organisational policies and procedures. • Be involved and support quality projects being undertaken in the department and the organisation. • Evidence of knowledge of health system and local political landscape.
Risk Minimisation	<ul style="list-style-type: none"> • Ensure safety of self and others in the workplace adhering to relevant Ramsay Health Care Health and Safety policies. • Undertake local workplace health and safety training including induction and mandatory training sessions, such as Manual Handling and Emergency Procedures. • Participates in and contribute to health and safety to ensure a safe work environment for clients, community, staff and visitors. • Report all incidents and hazards utilising the appropriate reporting procedures and mechanisms. • All job holders have a duty and are expected to comply with Ramsay infection control policies and best practice guidelines. Those with managerial responsibilities are expected to ensure that staff have the infrastructure, resources, and teaching and training required to encourage compliance with infection control policies and best practice guidelines. • Responsible for adhering to the Company's Risk Management policies • Responsible for adhering to the Company's policies on Confidentiality and Information Security whether in paper form or electronic. All job holders are required to act with Data Protection and Information Security in mind. If you are ever in any doubt, please ask your line manager before disclosing data to anyone for any reason

**This job description is not an exhaustive list of duties but is intended to reflect, and outline, the main responsibilities of the jobholder. Ramsay Health Care UK reserves the right to vary your duties from time to time or to require you to undertake additional duties in line with business needs.*

***Every member of Ramsay Health Care UK staff either contracted, bank or engaged through a different route is responsible for safeguarding adults and children who use our services. You are required to undertake regular training and follow the policies to ensure you meet the appropriate standards and can recognise the different types of abuse.*

You have a responsibility to recognise a safeguarding issue and act immediately using the appropriate channels.

Employee Name _____

Date: _____

Signature _____