

Job Posting

November 15, 2018

POSITION

Business Development Associate

EMPLOYMENT TYPE

Regular FT – 35 hours/week

SALARY

\$65,000

REPORTS TO

VP of Homecare

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for developing and strengthening healthcare relationships with new and existing referral sources by referring clients to RiseBoro Homecare. Develops and implements strategic marketing plan to drive sales within the five boroughs. Conducts market research and develop a comprehensive sales and marketing plan designed to promote community, customer, payer and patient understanding of RiseBoro Homecare Inc. Develops strong relationships with medical community and local PCP offices, Hospitals, Social Workers, Clinics, Food Pantries, places of worship, long term care facilities, independent/assisted living facilities & other health care related locations & personnel that can develop community plans to drive brand recognition and sales. Be **able to lead presentations promoting Organization's services to groups and/or direct** contacts. Develops a pipeline of referral sources and new business opportunities to increase overall daily census.

- Create new relationships with potential sources which may include **MLTC, CHHA, Doctor's Offices**, Hospitals, Nursing Homes and Senior Centers, while identifying patients with a need for home care services.
- Advise potential private paying clients or respective designated family representatives on how to obtain home care services.
- Utilize marketing strategies to attract and retain new patients.
- Follow up on existing referrals and ensure that clients are enrolled in the Organization for homecare services.
- Participate in marketing events in the community, while partnering with other healthcare partners, to develop professional relationships in the community.
- Lead healthcare events in the evenings and weekends as needed.
- Collaborate with Marketing team to develop sales kits and marketing materials promoting Homecare services
- Ability to conduct formal presentations to the community, referral sources, and clients/families.
- Develop and execute a marketing plan to meet or exceed weekly, monthly, quarterly, and annual growth targets.
- Ensure key records are maintained including verifying referral source data, updating interactions with contacts, reviewing progress towards territory objectives, monitoring trends on referrals, and managing relevant account information.
- Maintain profile of competitive information, including census, available services, key marketing strategies, and anticipate competitive moves.
- Establish and maintain an accurate record of all members contact e.g. telephone correspondence, home visit and walk-in appointments on a monthly basis.



- Assist in developing an individual marketing budget and the ability to stay within that budget along with the budget for the marketing department.
- Retains knowledge of State, Federal and other regulatory requirements for Home Health Aide agencies.

REQUIREMENTS

- Knowledge of regulatory standards and compliance requirements with knowledge of Home Care, Medicaid, Medicare and various Insurances.
- Ability to market aggressively and deal tactfully with customers and the community.
- Highly motivated, demonstrates good communications, negotiation, and public relations skills.
- Have a current understanding of long-term care.
- Willingness to travel throughout the five boroughs of NYC using personal transportation
- Team player with the ability to work with minimum supervision.
- Ability to communicate and work with individuals of diverse backgrounds and religious beliefs
- Work conjointly with the intake and Social Worker departments to increase and maintain clientele.
- Establish and maintain a database for growing clientele.
- Participate in group functions and presentations.
- Exceptional customer service skills, eloquent speech and presentation skills
- Professional appearance and demeanor upheld at all time.
- Observant of all trends and patterns within the clientele market with successful history of winning new clients.
- Communicating with clinicians, and implementing best practices in the industry.
- Proven record of developing partnerships, delivering company content, and achieving assigned goals.
- Ability to handle multiple tasks simultaneously and meet deadlines, effective organizational skills, productive time management, excellent planning, and organization and presentation skills are critical.
- Must be able to work independently with only weekly supervision.

PROFESSIONAL COMPETENCIES

- Proficient with Microsoft suite of products
- Integrity and Trust
- Customer Focus
- Functional/Technical skill
- Excellent Written/Oral Communication

QUALIFICATIONS

- Minimum of a college degree in Marketing, Business or Allied Health field
- At least 1 year recent sales experience in the health care industry, preferably home health or in-home care.
- Proven ability to develop and implement a sales and marketing plan.
- Evidence of achieving admission goals within the market.

APPLICATION DEADLINE

December 14, 2018

SUBMIT RESUME TO

Glenmore Matthews

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