

UW HEALTH JOB DESCRIPTION

Position Title: Physician Liaison
Position Number: 20003
Reports To: Provider Advocacy Director
Department: Regional Development
Date Last Updated: April 2008

Summary: Under the general direction of the Provider Advocacy Director, the Physician Liaison serves as a liaison between the community physicians and the UW Health system to inform and educate as well as promote interest in the products and services offered by UW Health. This position also serves as a liaison between UW providers and referring hospitals. The Physician Liaison also assists with marketing activities.

Qualifications/Requirements:

- Bachelors or masters degree in marketing or health-related field preferred
- Direct health sales or clinical experience required
- Ability to maintain confidentiality
- Ability to perform multiple tasks
- Ability to work independently as well as part of a team
- Excellent communication skills required
- Valid WI drivers license

Physical Requirements: Primarily sedentary work, exerting up to 10 lbs. of force occasionally or a negligible amount frequently

Physical Activity: Primary working position-sitting, with occasional standing, walking, stooping, crouching, and kneeling; frequent reaching, carrying, lifting, pushing, pulling, fingering, grasping, typing, talking-speaking clearly, hearing-conversation, and seeing-near

Work/Environmental: Moderate noise level consistent with an office environment, extensive travel within a designated territory and as needed in other areas

Personal/Physiological: Interaction with people, working around people, planning of activities, making judgements in emergency situations, frequent changes in duties and volume of work, intra-organizational communication

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.

Position Responsibilities:

Essential

- Y 1. Represent UW Health medical staff, hospitals and clinics to other health care providers.
- Y 2. Conduct presentations to inform and educate community physicians and hospitals about the specialty services offered by UW Health to encourage patient referrals.
- Y 3. Maintain client confidentiality according to state statutes, federal regulations, and policies and procedures to protect patient's rights.
- Y 4. Participate in or attend public speaking engagements, trade shows, business meetings and seminars to promote the expertise of the UW Health physicians and the medical center.
- Y 5. Follow up on specific questions or areas of interest and/or concern expressed by community physicians, administrators or other health care providers.
- Y 6. Participate/ facilitate problem resolution between UW providers and referring physicians.
- Y 7. Collect data to systematically identify and document problems experienced by referring hospitals with respect to UW Health.
- Y 8. Contact UW providers directly when a specific concern or problem is identified by a referring physician to verify the incident and develop an appropriate response to the situation.
- Y 9. Interact with UW Health staff (i.e., faculty physicians, the Access Center, admissions, discharge planners, etc.) to improve communication and to increase understanding of the referring physicians' needs and expectations.
- Y 10. Identify general issues or perceptions which may need to be communicated to the Physician-in-Chief or Director of Medical Affairs.
- Y 11. Maintain an effective recording system to document calls, responses and activities.
- Y 12. Establish and maintain communication the department regarding client interaction to assure optimum utilization of resources. Provide reports, both orally and written.
- Y 13. Participate in the development of clinical marketing plans and related sales materials.
- Y 14. Aid in defining and identifying market area, participate in setting objectives, forecast and mean of evaluation of market penetration and recommend and coordinate activities that will promote interest in the products and services offered by UW Health.
- Y 15. Compile information pertinent to the business of new markets, competitive plans, improved markets, and current/extended client profiles.
- Y 16. Communicate to the Director(s) of Regional Development any market changes and strategic opportunities.
- Y 17. Perform other duties as assigned.

Other responsibilities:

Employee Signature: _____ **Date:** _____