

## UW HEALTH JOB DESCRIPTION

### PHYSICIAN LIAISON

<b>Job Code: 320030</b>	<b>FLSA Status: Exempt</b>	<b>Mgt. Approval: L. Strelow</b>	<b>Date: December 2022</b>
<b>Department: Strategy Office-External Affairs</b>		<b>HR Approval: B. Haak</b>	<b>Date: December 2022</b>

### JOB SUMMARY

The Physician Liaison works closely with the Provider Relationships team in the development, promotion, and sustainability of the UW Health Provider Relationships program. The UW Health Provider Relationships team was created to effectively serve the needs of medical professionals and the patients they serve. The goal is for community providers to choose UW Health whenever they have the need to refer a patient for advanced care. Our team goal is to have UW Health be the initial choice for referring providers by building relationships with providers and their staff, and more importantly fostering relationships between community providers and UW Health physicians. An additional key to success for our team is ensuring convenient access to hospital and clinic services and prompt and thorough communication with UW Health providers. All members of the Provider Relationships team work together to provide a unique, personalized patient centered experience to the regional physicians and their patients.

The Physician Liaison is responsible for implementing relevant outreach plans and efforts to market clinical services to providers within their designated territory, with the goal of growing and developing referrals to UW Health. This includes spending the majority of their week in the region, meeting with providers, clinical managers and nurses at health care systems within their territory. Due to the nature of the role, the incumbent should expect to be traveling several days a week, including overnight stays. The liaison will set up meetings/events that include driving UW Health providers into the region to participate in these activities. The position primarily focuses on building relationships through educating regional providers on pre-specified, targeted areas of focus, to increase referral volumes and meet the needs of referring providers. The liaison will also attend internal meetings to meet new providers and/or learn about strategic initiatives that they will promote into the region.

### MAJOR RESPONSIBILITIES

- Develops and maintains strong relationships with physicians to build loyalty, strengthen the physician-physician relationship, and increase referrals to UW Health.
- Provides competitive insights and market intelligence regarding designated territory.
- Strategically plan and implement outreach efforts to generate new patient volume within strategically defined service lines.
- Communicates the concerns of external providers to strategy office and internal leadership and provides follow up.
- Effectively uses all Marketing and Communications tools to promote the UW Health brand and specific service lines, using key communication strategies, techniques, and tools.
- Maintains client confidentiality according to state statutes, federal regulations, and policies and procedures to protect patient's rights.
- Participates in or attends public speaking engagements, trade shows, business meetings and seminars to promote the expertise of the UW Health physicians and the medical center.
- Documents activities and events in CRM system according to Provider Relationship team goals.
- Regional Conflict & Processes Resolution
- Regional Event Planning/Development/Execution
- Collaborates with regional hospital systems on CME speakers/topics

**ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.**

### JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in healthcare services, marketing, business, hospital administration or related field.
	Preferred	Master's degree in healthcare services, marketing, business or hospital administration.
Work Experience	Minimum	Five (5) or more years of experience in healthcare industry is required.
	Preferred	Direct health sales or clinical experience
Licenses & Certifications	Minimum	Valid Wisconsin driver's license
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Ability to be insured by UW Health's Risk Management insurer, which requires:               <ol style="list-style-type: none"> <li>1. A valid Wisconsin driver's license and</li> <li>2. Successfully passing a driver's background check</li> </ol> </li> </ul>

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	3. Two (2) years of driving experience <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills.</li> <li>• Highly self-motivated and results oriented</li> <li>• Excellent interpersonal skills to develop collaborative alliances throughout the organization and the region.</li> <li>• Ability to plan, prioritize, coordinate, and manage multiple projects with attention to detail in a complex healthcare environment.</li> <li>• Ability to work at a fast pace and respond in a timely manner to numerous requests.</li> <li>• Knowledge of Salesforce is preferred.</li> </ul>		
<b>AGE SPECIFIC COMPETENCY (Clinical jobs only)</b>			
Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.			
<b>Instructions:</b> Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,			
	Infants (Birth – 11 months)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		Older Adult (Over 65 years)
<b>JOB FUNCTIONS</b>			
Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.			
<b>PHYSICAL REQUIREMENTS</b>			
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>			
<b>Physical Demand Level</b>		<b>Occasional</b> Up to 33% of the time	<b>Frequent</b> 34%-66% of the time
		<b>Constant</b> 67%-100% of the time	
X	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#
List any other physical requirements or bona fide occupational qualifications:			

**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.