



## Open Position

**Title:** Community/Patient Liaison

**Supervises:** N/A

**Reports to:** Chief Operating Officer

**FLSA Status:** Non-Exempt

### **Who We Are:**

North Star Radiology is dedicated to providing high-quality diagnostic imaging radiology services in Fairbanks. We are comprised of thirteen subspecialty-trained radiologists backed by a team of technologists and administrative staff. We actively maintain a leadership role in providing these services to the medical community and collaborate with other health care providers to continuously improve patient care. Our shared values include mutual respect, teamwork, superior service, professionalism and confidentiality.

### **Job Summary:**

Under minimal supervision of the COO and in collaboration with the Marketing & Business Development Manager, the Community/Patient Liaison is responsible for expanding business in Fairbanks Alaska and surrounding communities, generating referrals for imaging procedures by building relationships with provider offices, urgent care clinics, and other referral sources, as well as providing support to the front desk/reception area. This position requires a highly motivated individual with superior customer service skills who understands best practices in a clinical and patient focused environment.

### **Specific Duties & Responsibilities:**

#### **Front Desk Clinic Reception**

- Serve as a liaison with patients, physicians and radiologists.
- Monitor patient check-in flow by communicating with clinical staff and patients to improve wait time.
- Ensure that patient registration is complete and accurate using the Radiology Information System and PACS. This includes capturing patient demographics, referring physician and insurance, making clear copies or scans of insurance cards and correctly distributing paperwork in a timely manner.
- Schedule patient appointments.
- Answer phones and take messages, or forward calls to the correct personnel.
- Organize and prepare billing paperwork/documentation daily to send to Billing Office.
- Communicate with Revenue Cycle Manager and assigned biller regarding patient payments and registration/insurance issues.
- Manage retention files for documents received and stored in office (example: credit card payments and credit card batch slips).
- Assist technologist staff as needed.
- Perform reminder appointment calls to next day patients.
- Keep lobby and coffee service clean and organized.
- Perform opening and closing clinic office duties.
- Perform other duties as assigned.

#### **Marketing**

- Perform market analysis, develop referral strategies, goals and plans, conduct visits with area providers, and evaluate results to ensure effectiveness of community visits in collaboration with the Marketing & Business Development Manager.
- Update Marketing & Business Development Manager and COO on daily and weekly basis of efforts, results, obstacles, and upcoming marketing visits.

- Develop and execute comprehensive marketing/growth plans and programs, both short and long range, to support the objectives of the clinic.
- Analyze referral sources that present the most potential for achieving referral growth objectives.

**Required Education, Training & Experience:**

- High School Diploma or GED required.
- Bachelor's Degree from a four-year college or university preferred.
- 1+ years' experience in a medical practice environment or front desk clinic reception preferred.
- Recent healthcare marketing or sales experience preferred.
- Ideal candidate will have established healthcare contacts and can readily network in the community by securing new business opportunities.

**Required Knowledge, Skills & Abilities:**

- Knowledge of medical terminology.
- Knowledge of healthcare insurance procedures.
- Excellent customer service and customer satisfaction skills.
- Excellent written and verbal communication skills.
- Excellent organizational and time management skills.
- Strong analytical skills for use in troubleshooting and problem solving.
- Must be highly motivated, results driven, and able to develop and build strong, lasting relationships.
- Ability to resolve problems or complaints with positive outcomes.
- Ability to adapt, self-manage deadlines, and accomplish duties while dealing with multiple high level interruptions, while maintaining a strong attention to detail and accuracy.
- IT literate, including proficiency in Microsoft Office Suite applications.
- Ability to work with and learn new software.
- Ability to confidently interact with physicians and employees at all levels, as well as patients, family members, visitors, government agencies/personnel and the general public.
- Ability to maintain patience and tact when interacting with hostile and emotionally upset patients, family members, visitors, etc.
- Regular and punctual attendance required; must stay at, or below, accrued PTO utilization levels.
- Cheerful and enthusiastic demeanor required.
- Strict confidentiality and professionalism required.
- Some travel required, locally and to Washington State for training.

**Physical Demands and Work Environment:**

*The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Requires full range and finger dexterity with hand-eye coordination for operation of all department equipment, and the ability to lift up to 20 pounds.
- The employee is regularly required to talk, see and hear.
- Primarily sedentary work. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time.
- Operate a variety of computers, telephones and related equipment including personal computers, printers, interfacing hardware, and software packages.
- Most work is accomplished indoors and in air conditioned or well ventilated facilities within an office or desk space, equipped with a telephone and computer.
- Employee may frequently be required to travel to bank, post office, hospital and referring provider's offices, where noise and temperature can vary from the clinic environment (can involve extremely cold temperatures in winter - -20 to -40 below zero).

**Please submit your resume and a cover letter via email to [careers@northstarradiology.com](mailto:careers@northstarradiology.com). This position is open until filled. No phone calls please.**