



POSITION: Clinical Nurse Liaison/Community Outreach Specialist

SUMMARY OF PURPOSE

The Clinical Marketer-Nurse Liaison conducts on-site sales/marketing calls and clinical assessments at tri-state area hospitals, providing rapid response to patient referrals from hospital case managers, physicians, managed care organizations and other referring agencies.

ESSENTIAL FUNCTIONS

- Develop and manage professional relationships with referral sources and provide information regarding current Geer Senior Village Community services. Ensure Geer is responding promptly and is meeting their placement needs. Perform regular visits which should serve as educational opportunities where the hospital / physicians / home care agencies and other referral sources learn of Geer Senior Village Community's new, enhanced or existing services and capabilities.
- Develop professional relationships with Managed Care Organizations / Case Managers. Working with Geer's CFO, identify new Managed Care contract opportunities based upon needs within the tri-state service area. As needed, negotiate out of network approvals and special add-on benefits such as carrier coverage of specialized equipment, transportation reimbursement, etc., as identified through clinical assessment.
- Use Geer Senior Village Community's specific communications / marketing tools to expertly convey Geer's story to all referral sources and customers, in efforts to generate and enhance marketing and sales opportunities.
- In collaboration with the Geer Senior Village Community's management team, participate and assist in the development and execution of the organization's Marketing Plan.
- Receive, manage and follow-up on referral inquiries from providers, facilities, Managed Care Organizations or any other customer sources, and provide on-site assessment services, obtaining back-up documentation from the referral source to determine the special needs or services required by the patient.
- Meet with patients and families to discuss the transfer process, anticipated admission experience, expected outcome and financial implications.
- Communicate transfer, admission, clinical and financial information to appropriate Geer facility staff members, ensuring a smooth transition and that the facility is prepared for the admission. Assist facility staff with the completion of admission and pre-certification paperwork, as needed.
- Maintain daily and monthly referral, clinical evaluation and marketing reports as deemed appropriate, using tracking tools to document the efficacy and effectiveness of outreach efforts.
- Participate in Geer Senior Village Community's morning report / census meetings or calls, as deemed appropriate.
- Perform additional duties as assigned, including coverage of the Director of Admission responsibilities, when needed.

JOB REQUIREMENTS AND WORK EXPERIENCE

Education: Licensed Professional Nurse; LPN or RN

Experience:

- Two or more years of experience in a healthcare environment with an understanding of long-term care, assisted living and senior housing.
- Possess two or more years of sales / marketing experience with skills of making effective presentations and public speaking.
- Must be self-motivated, goal oriented, and have excellent organizational skills with the ability to work independently.
- Ability to clinically assess patients for appropriate placement.
- Proficient user knowledge of Windows Office programs (Word, Excel, PowerPoint), and the ability to learn and use specialized computer applications.
- Strong written and verbal communication skills required.
- Ability to travel and work flexible hours, as admission responsibilities may require.

Certification/License: RN or LPN License Required

Full time- 40 hours

Monday through Friday- flexible schedule

Geer's Core Values

*Respect, Compassion, Integrity, Forgiveness
& Stewardship*

We, the Geer Team, emphasize respect, compassion, integrity and forgiveness in our interactions with staff and are stewards in the continued support of the values as we offer the full continuum of care to the senior community.

Apply online at www.geercares.org or contact
Karin Whitley at 860-824-2602 - kwhitley@geercares.org
GEER VILLAGE SENIOR COMMUNITY, 99 South Canaan Road, Canaan, CT 06018

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