

**JOB DESCRIPTION**

JOB TITLE: GP and Referrer Engagement Officer

RESPONSIBLE TO: Head of Business Development

KEY RELATIONSHIPS: Consultants, GPs, Referring Parties, Secretaries, Marketing and Communications, Admissions/Bookings, Outpatient services, Operations Team

**Job Summary**

King Edward VII’s Hospital has been dedicated to delivering outstanding patient care since 1899 and today continues to be one of London’s leading private hospitals. With an enviable tradition of delivering exceptional care to our patients, we take great pride in our reputation as one of the best healthcare providers in the UK.

With the Hospital’s expansion and the opening of a new Outpatient and Diagnostic Centre the role of GP and Referrer Engagement Officer will be invaluable to support the ongoing growth and advancement of the Hospital.

The GP and Referrer Engagement Officer will act as a liaison for all referrers at the Hospital, developing and retaining referrers to our Consultant’s and encompassing all areas of service delivery. They will be responsible for building and maintaining excellent working relationships with our Consultant’s and proactively ensuring their continued relationship and preference for our hospital and to support them to further develop their services. They will hold formal and informal meetings with referrers, identifying and prioritising opportunities, and putting together follow up plans to ensure they increase patient referral activity and as a result facilitate business growth.

The GP and Referrer Engagement Officer will hold full responsibility for engaging with both internal and external GPs to develop long term relationships through a structured plan to build brand loyalty and increase referrals. This will be achieved utilising all means possible which include face to face meetings and a comprehensive communications plan to ensure GPs are aware of all hospital services, outcomes performance and developments.

This role will involve working closely with the Marketing Department to provide relevant support to Consultants, and to organise CPD and networking events to promote Consultants and Services.

Finally, the GP and Engagement Officer will track and report results and performance against plans in terms of revenue and volumes/activity growth, developing suitable and defined metrics.

The activity of the GP and Referrer Engagement Officer will support the overall Business Development plan and the Head of Business Development to increase Consultant and GP engagement and satisfaction, and therefore support the overall objective of increasing loyalty and business to the Hospital.

**Key Duties & Responsibilities**

* To have a clear understanding of the competitive market and market intelligence to identify trends and opportunities for Business development, and to prepare monthly reports with a clear action plan to take forward.
* To support the Head of Business Development with Consultant engagement for the Hospital, building strong relationships to gain their loyalty and to increase their referral contribution, working closely with the Consultants secretaries and practice managers to provide a relationship of trust and support.
* To evaluate and interpret market utilisation data for each Consultant and relevant service areas, ensuring that relationship priorities are identified and acted upon promptly.
* To support the Head of Business Development to ensure new Consultants receive a swift introduction to the Hospital, providing full support throughout the induction process.
* To facilitate consultant-to-consultant and consultant-to-GP connectivity and working relationships in order to create and maintain cross-functional working relationships and encourage referrals.
* To manage intelligence logged via the website and interlinking CRM system and use this to communicate back to Consultants with individual market and referral activity on a regular basis.
* To assist the Head of Business Development with developing and implementing a communication strategy for Consultants, GPs and Referrers, using various channels including face-to-face meetings, newsletters and email shots.
* To ensure consistent and ongoing communication with Consultants to nurture and sustain their engagement and support to the projects you are working on.
* To build and maintain strong relationships with all external referrers to increase referrals to the hospital, ensuring that the referral process is streamlined and straightforward, and that the hospital is providing five-star customer service in dealing with these Referrers, the referrals and any queries.
* To produce a strategy to ensure all external referrers are aware of the practicing Consultants as well as the services offered by the hospital and how to refer to them highlighting specific Consultant talents and key motivators.
* To monitor and report on all external referral figures and trends on a monthly basis, and use these to inform a structured plan to engage with GPs.
* To work with the Marketing team and wider business to organise and deliver educational and networking events to promote the hospital and its consultants. This includes managing the events budget.
* To represent the hospital at external meetings and to a variety of stakeholders as required
* To deputise for the Head of Business Development in their absence.

**Person specification**

* A minimum of 4 years’ experience in Business Development, preferably in a private healthcare environment
* Excellent interpersonal skills and in building strong working relationships with healthcare professionals
* Ability to access, understand and explain Consultant referral patterns
* Ability to design and support implementation of targeted referral strategies
* Persistent and tenacious
* Excellent influencing skills
* Goal focussed and results driven
* Excellent organisational and time management skills
* Database management experience