



Job Title/Position: *Hospice Community Education Coordinator (CEC)*

Reports To: *Regional Sales Manager*

FLSA Status: *Exempt*

JOB DESCRIPTION SUMMARY

The Hospice CEC develops and implements a regular structured program of contact and outreach to identify new referral sources and to maintain on-going relationships with Altus partners, physicians and referral sources that will increase census and preference for Altus Hospice services.

ESSENTIAL JOB FUNCTIONS/RESPONSIBILITIES The Hospice CEC must exhibit the

following competencies:

1. **Critical Thinking:** Synthesize complex and diverse information; collect and objectively weigh data; use experience, intuition, and critical thinking to complement data; and design effective processes and workflows.
2. **Results Orientation:** Assist Altus Hospice in achieving or exceeding identified strategic goals in patient service excellence, internal systems and processes, learning and growth initiatives, and financial health.
3. **Leadership:** Inspire the trust of others; balance team and individual responsibilities; give and welcome feedback; exhibit objectivity and openness to others' views, contribute to holding each other accountable and building a positive team spirit; put the success of team above own interests.
4. **Integrity and Ethics:** Treat people with respect and individuality regardless of their status or the situation; do what you say; be fair and equitable in all interactions; be a good steward of company resources; actively contribute toward employees' success and Altus Hospice's goals; uphold organizational values.
5. **Dependability:** Maintain work behavior that invites trust and reliance; role model positive attendance and punctuality standards; ensure work responsibilities are completed correctly and are covered when absent; arrive at meetings and appointments prepared and on time.
6. **Professionalism:** Uphold high works standards that reflect the company's purpose and goals; accept responsibility for own actions; react to challenges positively and calmly; provide leadership in maintaining highest technical and customer service standards for the benefit of the patients served.
7. **Innovation:** Meet challenges with creativity and resourcefulness; remain open to change, others ideas, and trying new things; generate suggestions for improving work processes, services and products.
8. **Oral Communication:** Speak persuasively, with intention and thought, in both positive and negative situations; fully listen and get clarification; respond well to questions; demonstrate group presentation skills; participate in meetings without dominating others.
9. **Written Communication:** Write clearly and informatively; present numerical data effectively; read and interpret written information; ensure adequate, effective communication with all team members to maintain company values, goals, and culture.



1. Community Outreach

- **Determines primary decision makers and proactively builds positive, solid working relationships with members of the medical community and partners.**
- **Promotes and positions Altus Hospice's patient care service through regular visits in a manner that illustrates and reflects Altus Hospice's quality of care and unique capabilities.**
- **Works to build the brand of Altus Hospice as the preferred hospice provider in our service area to achieve and exceed agency goals for growth and census management.**
- **Makes regular, planned calls to secure new referrals, build census, and meet established goals on new and existing referring physicians; facilities; case managers, discharge planners, and social workers in hospitals and skilled nursing facilities; and other health care providers.**
- **Conducts initial meeting with the patient and family over hospice service and philosophy and obtains consents for care.**
- **Assist referral sources with identification of appropriate patients and educate regarding admissions criteria.**

2. Communication

- **Maintains regular communication with the Director of Clinical Services to review referrals and help with managing needs (this may include unusual or potentially problematic client issues).**
- **Works collaboratively with the Intake Coordinator and Director of Clinical Services to assist in the admission process.**
- **Be responsible to submit daily, weekly and monthly marketing reports as required in a timely manner.**
- **Identifies and prioritizes key accounts and communicates strengths and weaknesses to Regional Sales Manager**
- **Uses superior customer service to maintain current and new business relationships.**

3. Additional Duties

- **Monitors and maintains documentation of records to ensure compliance with regulatory standards of timeliness, accuracy, and completeness via electronic record**
- **Participates in all mandatory staff in-services, meeting, and/or education.**
- **Actively participates in quality assessment performance improvement teams and activities.**
- **Demonstrates familiarity with the policies of Altus Hospice and rules/regulations of state and federal licensing agencies.**

QUALIFICATIONS

- **Bachelor's degree in related field preferred. Additional experience may be substituted for educational requirement.**
- **Minimum one (1) years of marketing experience in healthcare.**



- **One (1) to two (2) years' experience in hospice/palliative marketing preferred.**
- **Proven ability to generate and maintain relationships with new and existing accounts including physicians, healthcare professionals, community agencies, patients and families.**
- **Must be highly motivated, energetic and possess strong interpersonal relationship and communication skills.**
- **Excellent spoken and written communication skills**
- **Must be computer proficient in typing and various programs, including background in EMR.**

- Ability to work with others as an effective team builder and team player.
- Skilled at establishing/maintaining working relationships with key staff, marketing contacts, and clinical staff to ensure thorough understanding of Altus Hospice services.
- Ability to work autonomously, take initiative, set priorities, organize work, and make independent decisions.
- Excellent communication skills, including public speaking, both verbal and written.
- Subject to criminal background check and drug screening.
- Holds current valid Texas driver's license.
- Reliable transportation with current automobile insurance.

WORKING CONDITIONS (travel, hours, and environment)

- Able to work full time, with some weekend work
- On-Call per on-call schedule. Holiday on-call coverage per holiday schedule.
- 90% weekly field travel without restriction
- This position is paid a salary intended to cover all hours worked during the week, knowing those hours may sometimes exceed eight hours in a day or forty hours in a week and may fluctuate from week to week.

PHYSICAL/SENSORY REQUIREMENTS (with or without the aid of mechanical devices)

Standing, sitting, walking, lifting up to 50 lbs on a frequent basis. Has well-developed motor coordination and manual dexterity to perform basic skills. Must have good vision, hearing, speech and language abilities to perform and communicate CEC activities.

The CEC position requires the following in lifting (any lifting over 35 pounds requires the use of an assistive device/and or physical assistance):

	Never	Occasionally	Frequently	Continuously
Up to 10 lbs		X		
11-24 lbs		X		
25-34 lbs		X		
35-50 lbs		X		
51-74 lbs	X			
75-100 lbs	X			
Above 100 lbs	X			

OSHA CATEGORY CLASSIFICATION

I: Tasks that involve exposure to blood, body fluids or tissues. This includes all procedures or job related tasks that involve inherent potential for mucous membrane or skin contact with blood, body fluids or tissues, or potential spills or splashes of them.

The above statements are only meant to be a representative summary of the major duties and responsibilities performed by incumbents of this job. The incumbents may be requested to perform job related tasks other than those stated in this description.

I have read and understand the above job description. By signing below, I certify that I meet the minimum requirements and physical demands of the job and will comply with all Altus Hospice policies and procedures.

Employee Signature

Date