

Job Description

TITLE	PATIENT SERVICES ADVISOR – SALES	GRADE:	6/7
FUNCTION/AREA	PATIENT SERVICES		
REPORTING TO	LEAD PATIENT SERVICES ADMINISTRATOR/ADVISOR		

PURPOSE OF THE ROLE

To ensure that prospective patients are expertly supported and guided to the most appropriate treatment options for their specific needs. Shared with other Patient Advisors, the team provide efficient and effective communication to provide exceptional support for patients.

MAIN INTERFACES

INTERNALLY: Directors, Bourn Hall Clinic Management and all staff of Bourn Hall Clinics and Business Support Services.

EXTERNALLY: Patients and prospective patients, other assisted conception units and General Practitioners, Bourn Hall Clinics, Satellite Units and Access Fertility.

KEY TASKS & RESPONSIBILITIES

- To help the clinic achieve its business volume targets by converting enquiries through agreed personal and team targets.
- Ensure that prospective patients are guided to the most suitable treatment and testing options based on their needs.
- To be responsible for the conversion of enquiries into bookings through the proactive management of all enquiries to drive conversion opportunities from lead generation activity.
- Manage responses within set KPIs for all channels of patient enquiry.
- Accurate data input of patient demographic and referral details.
- Call handling of inbound and outbound calls.
- Act as an ambassador for the clinic and role model behaviours that reflect the company's core values.

ACCOUNTABILITY AREA

To follow up new patient enquiries and provide patients with the necessary information to make a decision regarding treatment.

AUTONOMY & AUTHORITY

- To be able to work on your own initiative when required and to take responsibility for your workload.
- To make suggestions for improvement in processes and procedures to improve efficiency.

FUNCTIONAL KNOWLEDGE/BUSINESS EXPERTISE

- Experience in a customer service/patient advisory/sales role, preferably within a healthcare setting.
- Strong understanding of different treatment options and their suitability for specific patient needs with training.
- Ability to manage new patient enquiries.
- Experience in a fast-paced role dealing with patient enquiries in an office or call centre or sales environment is desirable.
- Sensitivity and understanding is required, together with absolute accuracy, discretion and confidentiality.
- To be able to provide information patients regarding the services provided by Bourn Hall Clinic.
- Knowledge of data protection and the need for confidentiality at all times pertaining to all aspects of the business of the company.
- To have knowledge and understanding of all aspects of the business, procedures and systems of Bourn Hall Clinics, keeping up to date with any changes.

PROBLEM SOLVING

- Being able to resolve patient's queries tactfully, diplomatically and successfully.
- Have the ability to manage patients who may be stressed or distressed with diplomacy, tact and professionalism and understand when to escalate to a more senior member of staff.
- Suggest improvements to systems and processes.
- Liaise with other members of staff to find solutions to internal and external problems as they arise.

NATURE & AREA OF IMPACT

- Act as an ambassador for the clinic and role model behaviours that reflect the company's core values in a professional way.
- Provide a helpful and confidential service to all patients and project a first-class image and reputation of the company encouraging recruitment of new private and NHS patients.

INTERPERSONAL SKILLS

- Strong communication and interpersonal skills to provide exceptional customer service.
- Empathetic and compassionate approach to patient care.
- Ability to build and maintain relationships with healthcare professionals and external partners.
- A strong teamwork ethic and an ability to work under pressure.
- A flexible and helpful attitude.
- Tact and diplomacy with internal and external colleagues and patients.
- Discretion required in dealing with customers (patients and funding authorities) because of the sensitive nature of the treatment, and confidentiality regulations.

SPECIAL PROJECTS

To assist and participate in any special projects as and when required in order to improve Bourn Hall's service proposition overall success of the business.

CANDIDATE'S PROFILE

EDUCATION/PROFESSIONAL EXPERIENCE

- Excellent computer skills.
- Excellent sales/customer service skills.
- Good administrative experience.
- Experience in the use of databases/CRM.

LANGUAGES

Excellent command of both written and spoken English.

SKILLS & COMPETENCIES

- Computer literate with excellent knowledge of Microsoft Office, Word and Excel to intermediate/advanced level.
- Accurate, methodical, well organised and used to working as part of a team.
- Speed and accuracy with excellent attention to detail is of paramount importance.
- Calm demeanour, discreet and adaptable.
- Capable of lateral thinking and have good recall.
- Willingness to learn and receptive to continued education in Bourn Hall Clinic.
- A caring and understanding attitude to patients and awareness of the sensitivity and confidentiality of fertility treatments.
- Able to prioritise workload and willing to assist other members of staff.
- Excellent communication (verbal and written) and interpersonal skills.
- Tact and diplomacy.
- Ability to work autonomously, able to work under pressure and use initiative.

APPROVALS

JOB HOLDER:		DATE:	
LINE MANAGER:		DATE:	