

ROLE BRIEF

Department:	Sales and Marketing
Job Title:	Private Patient Services Advisor
Responsible To:	Marketing and Sales Manager
Location:	The McIndoe Centre or The Horder Centre
Key Duties:	• To represent Horder Healthcare and its services in a knowledgeable, polite and efficient way. • Generate private patient business through building strong relationships with internal and external customers, giving timely and accurate advice when requested and providing feedback to the organisation on changing customer requirements. • Monitor activity generated and report on it. • Be a fully active member of the Private Patient Services Team and be multi-skilled within various different roles.
Key Accountabilities:	• To answer all calls in a professional manner; giving costs of procedures where appropriate and information regarding the Horder Centre and the McIndoe Centre where possible taking patient details. • Responding to patient emails and enquiries generated by the websites via the CRM or any other sources. • Making outpatient appointments. • Keeping the 'Client Relationship Management' system updated. • Produce accurate statistical reports including revenue generated, number of appointments and enquiries. • To liaise with patients, consultants, consultant secretaries and staff. • To develop good communication links with other departments such as the finance office, the ward and theatre. • To keep an up to date diary and liaise regularly with outpatients. • Assisting with events preparation and patient forums and attend when necessary – following up any attendees. • Follow up on appointments made by the Private Patient Services Team. • Assist with marketing and communication initiatives to promote the services of the hospitals throughout the local community (GPs, Care Houses, etc.).
Key Knowledge, Skills and Experience:	Must Haves • Excellent Communication Skills • Good computing skills • Flexible approach • Presentable • Confident • Good organisation Skills Nice to Haves • Sales background • Medical Background

Health and Safety:	The Health Act 2008 Code of Practice for Prevention and Control of Healthcare Associated Infections: You will carry out your duties in a way that maintains and promotes the principles and practice of infection prevention and control. You will comply with national standards, policies, guidelines and procedures. If you need a few tips, speak with our Infection Control Specialist. For clinical colleagues with direct patient contact, this will include (but is not limited to): • compliance with clinical procedures and protocols, including uniform and dress code • the use of personal protective equipment • safe procedures for using aseptic techniques • safe disposal of sharps. Please take due care at work, reporting any accidents, incidents or near misses to your line manager and record them on the Datix system.
Equal Opportunities	Horder Healthcare's Equal Opportunities Policy tells you all about our commitment to ensuring that no patient, colleague or prospective colleague is discriminated against, whether directly or indirectly on the grounds of : gender, sexual orientation, age, marital status, responsibility for dependants, disability, religion, creed, colour, race, nationality, ethnic or national origin, trade union activity, social background, health status, or is disadvantaged by conditions or requirements which cannot be shown as justifiable.
Confidentiality	You will make sure that no confidential information is disclosed about Horder Healthcare or its associated companies (including information about patients and colleagues) to any unauthorised person.
Safeguarding	You will be aware of the key issues in safeguarding children and vulnerable adults from significant and serious harm. Reporting safeguarding concerns to appropriate professionals and recording incidents accurately.
People Managers (if applicable)	You have a responsibility to manage your team, ensuring safe staffing levels at all times. You should ensure all new team members are effectively inducted onto your department; making sure that mandatory training is complete and kept up to date. You should effectively manage your team members monitoring performance and absence, using the HR policies and procedures.
Review	Whilst this role brief outlines the main duties of your role identified at the date of issue, you may be required to carry out additional tasks as requested by senior colleagues. Your role may be subject to amendments in the light of the changing needs of the business, and will be reviewed periodically, which we'll discuss with you first.

Role Brief Agreement	I have read this role brief and understand the contents of my day-to-day duties. I also understand that this role brief may change over time with the business needs of Horder Healthcare. I understand that the role brief will therefore be subject to periodic review. Colleague name: Colleague signature: Date:
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