



Job Title:	Community Liaison Representative
Reports To:	CAO/CFO
FLSA Status:	Exempt
Approved Date:	5-16-12
Revised	11-20-18

POSITION SUMMARY

The Community Liaison is responsible for networking with the general public and medical community in Southwest Riverside County to raise awareness and provide education regarding the Hospice Medicare Benefit for the purpose of generating referrals to Hospice of the Valleys.

QUALIFICATIONS

1. Bachelor's degree in related field preferred or equivalent combination of education or experience.
2. Minimum of 2 – 5 years of marketing experience, preferably in hospice or home health.
3. Computer literate. Proficient in MS office including Outlook, Word, Excel.
4. Excellent written and oral communication presentation skills.
5. Likeable, sincere, positive personality with ability to influence and inspire others.
6. This position requires a personal vehicle in order to perform the essential job functions. A valid California driver's license including an acceptable driving record, and auto insurance coverage, as set forth below, are required. You will be required to travel within the organization's area of service which includes; Aguanga, Canyon Lake, Fallbrook, Hemet, Homeland, Lake Elsinore, Menifee, Murrieta, Nuevo, Perris, Quail Valley, Romoland, San Jacinto, Sun City, Temecula, Wildomar, and Winchester. This travel may include freeway, city and rural road travel and travel during busy commuter times.

Definition of Acceptable Driving Record

- No more than three moving violations or more than one chargeable accident during the past 36 months, and
- No major convictions (driving under the influence of alcohol or drugs, reckless driving, etc.) within the past seven years, and
- No license suspensions or revocations within the past seven years.

Vehicle Insurance Requirements

- \$10,000 property damage and a minimum of \$100,000/\$300,000 bodily injury coverage.
- Drivers are required to provide Hospice of the Valleys with a copy of their automobile insurance declaration page indicating proof of property and liability coverage prior to employment and ongoing with each policy renewal period.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following non-inclusive list. Other duties may be assigned. Nothing in this job description restricts management's right to assign or reassign duties to this job at anytime. All duties are to be performed in compliance with applicable laws, regulations, and Hospice of the Valleys policies and procedures.

1. Establish and maintain positive working relationships with current and potential referral and payer sources. Ultimate goal when utilizing time is to build hospice referral opportunities.
2. Work with the physicians, residential care facilities for the elderly (RCFEs), and skilled nursing facilities in Southwest Riverside County by providing education, facilitating referrals and organizing in-services about end of the life issues and hospice care.
3. Work with Physicians and Directors of Nursing and discharge planners at the local medical facilities to see that the Hospice Medicare Benefit is explained to those who are entitled to the benefit.
4. Work with the Community Liaison Coordinator, Executive Director and Director of Patient Services to coordinate referrals and admissions to Hospice of the Valleys.
5. When appropriate, act as admission liaison to enroll patients in Hospice of the Valleys program (e.g., provide information regarding the hospice benefit, education to patient, families and caregivers and review and obtain legal consent for admission, etc.).
6. Participate in social networking in the community to be a consistent, strong presence in promoting HOV at health fairs, senior centers, senior communities, Chambers of Commerce and other organizations/activities.
7. Build, promote and monitor community perceptions of Hospice of the Valleys as the premier provider of hospice care in the Valley.
8. Other duties as assigned by manager.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to walk and climb stairs. The employee will frequently drive and stand. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision to distance.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and standard office equipment. The noise level in the work environment is usually moderate and occasional low-level noise.

Protective Equipment Required = As required by task and procedure.

Exposure/Risk Category = II – Some exposure to blood, blood products and body fluids.

HIPAA Level = 1

Employee Name: (Last, First)	Signature:	Date:
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