



JOB TITLE: Physician Liaison
REPORTS TO: Chief Operating Officer
FLSA STATUS: Exempt

Summary: The Physician Liaison will be responsible to actively recruit and assist optometrists, primary care physicians and businesses interested in Florida Eye Specialists. The Liaison must be committed to this vision and be a tenacious self-starter with the ability to plan and act strategically. The Liaison will build relationships with prospective optometrists, primary care physicians and businesses.

Training, Reporting: The Liaison will be trained on general ophthalmology, the co-management role with optometrist and the relationship with primary care physicians. The Liaison will report to the Chief Operating Officer.

Essential Functions:

- Prospect for and build relationships with optometrists, primary care physicians and businesses.
- Maintain rapport with optometrists, primary care physicians and businesses.
- Maintain databases of optometrists, primary care physicians and corporate businesses.
- Update key demographic figures and information important to patient referrals.
- If applicable, work with existing referring optometrists and primary care physicians who may need assistance with issues such as referral pads, brochures, FES marketing materials, etc.
- Understand the co-management processes and guide new optometrists through them, working through any roadblocks.
- Act as liaison between optometrists, primary care physicians and businesses.
- Attend events as representative of FES. This includes if applicable, set up, working and breakdown of booth at health fairs, trade shows, expos, 5ks or other community events.

Qualifications:

Skills / Experience

- Ability to balance strategic thinking and planning to fulfill the Florida Eye Specialists vision with day-to-day objectives.

- Excellent interpersonal skills, including the ability to build solid relationships and support among stakeholders, listen and provide assistance.
- Ability to work effectively with a broad range of people and positions, including doctors, office managers, technicians and front desk staff.
- Experience in one or more of: ophthalmology/healthcare, sales, marketing, public relations.
- Exemplary verbal and written communications skills.
- Coalition-building skills, including the ability to motivate, negotiate, and persuade referring doctors into a course of action.
- Significant work/life experiences (minimum 5-7 years and a college degree in a related field).
- Computer proficiency in Microsoft WORD and EXCEL.

Characteristics:

- Strong work ethic, independent, self-starter, detail-oriented
- Tenacious and positive, with a “can do” attitude
- Ability to take action quickly and think strategically
- Outgoing, friendly personality
- Creative, with innovative implementation skills and solid problem-solving capability
- Committed to Jacksonville, Florida and the region and already well-networked is a plus.
- Must be willing to have meetings outside of regular business hours and travel throughout the region.
- This role requires lots of traveling on a daily basis. Must have dependable transportation and report mileage monthly for reimbursement.