

TITLE	PATIENT SERVICES MANAGER	GRADE:	10
FUNCTION/AREA	SALES AND MARKETING		
REPORTING TO	SALES AND MARKETING DIRECTOR		

PURPOSE OF THE ROLE

Working closely with the Sales and Marketing Director, and alongside the Marketing Manager, the job holder is responsible for leading the patient services function across the Bourn Hall group ensuring patient and customer focus is central to the commercial success of the business.

The role is to manage the day to day activities of patient services, implementing operational changes to support the growth of the company. The primary goal is to efficiently provide excellence in customer care to fertility patients throughout their journey with Bourn Hall from initial enquiry through to post treatment follow up.

Successful collaboration with all other functions in the company is essential to provide a cohesive, seamless and excellent service to our patients.

MAIN INTERFACES

INTERNALLY: Directors, all Bourn Hall Management Teams and staff and core services staff.

EXTERNALLY: Patients and prospective patients, medical professionals and suppliers, NHS contacts such as CCGs, referrers and oncology units, satellite units and other infertility clinics.

KEY TASKS & RESPONSIBILITIES

- Managing and improving the customer/patient service journey and experience from initial enquiry through to post treatment follow up.
- Development, management and creation of a patient charter of KPI's/conversion rates and response times and ensuring these are met.
- Management and development of patient services staff across all sites to ensure a service/sales focussed cohesive team.
- Management of patient services budget.
- Ensuring the development of and most efficient use of IT i.e. databases, office applications and all other forms of technology in order to deliver an excellent service to both patients and internal customers. In particular developing and maintaining the IDEAS CRM system and provide reporting data to the team.
- Supporting marketing colleagues to develop, manage, respond, and follow up on enquiries.
- Production, analysis and presentation of statistical reports.
- Review department service levels ensuring patient services processes and practices support the business needs, implementing changes when required to ensure the function's infrastructure supports the company's current business activities and future growth.
- Respond to Google and social media 'reviews' in a timely and professional manner.
- Managing informal complaints to improve customer satisfaction and minimise the number of formal complaints referred to Quality Assurance (QA).
- Providing hands on support in all aspects of the work of the patient services team.
- Ensuring that all patient services staff role model the company core values, as often they are the first point of contact for patients.

MANAGEMENT/LEADERSHIP

To work alongside all functions to support the development of the business to:

- Manage and motivate patient services staff in their day to day operational activities and ensure their development in order to provide excellence in customer support and to be able to recruit and retain appropriate talent.
- Monitor and adapt the processes and practices of patient services in order to ensure efficiency, excellent customer service and support for the future growth of the company.
- Monitor enquiry queues and lead development to ensure adequate staffing levels to achieve goals/objectives and that service levels for patients are maintained.
- Ensure excellent communication within the function and with all other functions. In particular working closely with the marketing manager to ensure briefing of the patient services team on marketing campaigns and activity; providing campaign tracking and reporting to provide feedback, results and improvements to enable the patient services team to respond quickly and accurately to patients and the marketing to be improved and adapted.

ACCOUNTABILITY AREA

- Accountable for the achievement of sales and service KPIs.
- Responsible for the management and development of the patient services department ensuring high standards of professionalism/discretion ensuring strict confidentiality at all times.

AUTONOMY & AUTHORITY

- Identify and implement changes to improve efficient running of patient services for the group.
- Recruitment of new patient services staff with Human Resources support.
- Identify and review training requirements with financial implications for approval by HR.
- Management of the patient services budget.

FUNCTIONAL KNOWLEDGE/BUSINESS EXPERTISE

- To be fully conversant with all activities of the company and its organisational strategy in order to support the achievement of the company objectives and business development.
- Full understanding of the company values and demonstration of these through performance in the role and integration of them into all patient services practices.
- Up to date knowledge of NHS contracts to ensure that eligibility and entitlement is correctly offered to all patients.
- An in-depth knowledge of all testing and treatment pathways and skills to effectively communicate these to staff and patients.
- A sound understanding of pricing, fees and funding options for patients.
- Be aware of the treatment pathway of oncology patients ensuring rapid and appropriate treatment, liaising as required with NHS departments.
- Provide input and feedback to marketing colleagues to help shape future campaigns and identify trends and opportunities.
- Able to identify when processes and practices are not supporting business needs as efficiently and effectively as they could be and the ability to implement changes successfully and swiftly.

PROBLEM SOLVING

To demonstrate a solution orientated approach, making best use of technology and common sense to provide resolutions.

To work collaboratively with colleagues and team members to develop effective solutions and to implement these using sound project management and change management skills.

NATURE & AREA OF IMPACT

- Delivery of an efficient, helpful and confidential service to all patients, ensuring excellent customer service and achievement of KPIs.
- Achievement of conversion targets and excellent patient experience is key to the success of the business. Contributing to the first class image of the company encourages sales conversion, repeat business and company reputation.
- The provision of a great patient experience will lead to increased business through good reputation, online reviews and word of mouth.
- Effective and empathetic handling of complaints is also key to reputation and positive patient outcomes.
- Delivery of continuous improvement in all aspects of patient services to ensure consistent achievement of business objectives.
- Support the marketing manager with communicating with patients at multiple touch points of their journey: enquiry > patient > post treatment
- Support the events programme with advice, input, content and attendance where applicable.

INTERPERSONAL SKILLS

- Demonstrate an empathetic approach when dealing with fertility patients.
- Establish and maintain excellent working relationships to gain the confidence of employees at all levels within the organisation.
- Demonstrate a collaborative and co-operative approach when working with internal and external stakeholders.
- Ability to train, supervise, develop, performance manage and motivate the patient services team.

SPECIAL PROJECTS

- To investigate ways to improve and enhance efficiency of patient services across the group and methods of implementing changes to processes and practices to ensure a smooth transition and promote customer service excellence.
- To undertake additional assigned projects with drive and enthusiasm.

CANDIDATE'S PROFILE

EDUCATION/PROFESSIONAL EXPERIENCE

- Degree level qualification in business administration/management desirable.
- Significant experience in management of a team of sales/customer care and administration staff ideally within a comparable sector.
- Significant experience working in customer care and administration/booking administration roles with demonstrated commercial awareness.
- Experience of re-engineering work-flows, structures and processes.
- Demonstrable experience of being able to rapidly understand the business needs, environments, future trends, opportunities and constraints.
- Experience of building effective and collaborative relationships with all levels of the business.
- Experience of working with marketing colleagues to inform campaigns and service messages and sales and marketing experience would be a significant advantage.

LANGUAGES

Excellent spoken and written English

SKILLS & COMPETENCIES

- Proven leadership and line management skills demonstrating an ability to collaborate with and motivate teams and to influence at senior levels.
- Proven change management skills.
- Process review skills.
- Strong organisation and planning skills.
- Excellent communication, interpersonal, listening and presentation skills.
- Excellent IT and database skills.
- Excellent customer service skills.
- Empathetic and compassionate approach to customer care.
- Proven analytical ability and skills in data presentation.
- Passionate about customer services and patient care.

APPROVALS

JOB HOLDER:		DATE:	
LINE MANAGER:		DATE:	