

 Oroville Hospital Job Description For Laboratory Outreach Manager	Department:	Laboratory
	Dept.#: Last Updated:	7501 04/26/10; 02/05/13

Reports To

Laboratory Director

Job Summary

Administers and coordinates a client service program within the framework of established client service and patient service center policies. The Lab Outreach Coordinator works as an outside field representative, instructing, educating, and up selling all assigned and newly generated accounts enabling the Laboratory to maximize and maintain the volume of business produced by these accounts. In implementing marketing plans the Outreach Coordinator will utilize: effective negotiating skills, excellent customer service skills, presentation skills, effective communication skills, organizational skills and computer skills. The Lab Outreach Coordinator will be responsible for providing ongoing service and effective problem solving to the Laboratory customer base.

The Outreach Coordinator will identify new markets and clients. The Coordinator will develop and implement new marketing plans. In implementing marketing plans the Coordinator will utilize; negotiating skills, customer service skills, presentation skills, organizational skills, computer skills and communication skills. Success will be measured in quantitative laboratory sales increase.

Duties

1. Identify new markets and clients.
2. Initiate contacts with potential accounts.
3. Develop and implement new marketing plans to determine the demand for products and services offered by the Laboratory and its competitors and identify potential customers.
4. Maintain contact with established accounts at least every other week or as needed, either by phone or in person.
5. Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.
6. Stay informed about product lines.
7. Research inquiries and / or products for customers.
8. Monitor trends that indicate the need for new products or services.
9. Identify, develop, and evaluate marketing strategy, based on knowledge of organizational objectives, market characteristics, and cost and markup factors.

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10. Use sales forecasting and organizational planning objectives to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
11. Formulate, direct and coordinate marketing activities to promote products and services.
12. Communicates, implements and interprets client service policies and procedures with clients, client service personnel, and other departments.
13. Trains client service and patient service center personnel.
14. Maintain records of customer interactions and transactions, recording details of inquiries, complaints, and comments, as well as actions taken. Follow up to ensure that appropriate changes were made to resolve customer's problems.
15. Investigate prolonged client service dissatisfaction and recommend a course of action.
16. Report all unusual and / or non-routine inquiries to the Laboratory Director to ensure client satisfaction.
17. Coordinate client service functions with Administrative Lab Director.
18. Ensure that client service and patient service center personnel maintain a positive, client focused attitude.
19. Work closely with Outreach Manager to arrange staffing and coverage for all outreach clients.
20. Coordinates with Phlebotomy Supervisor to resolve all outreach personnel corrective actions and compliance issues.
21. Account management activities as needed.
22. Assumes additional responsibilities as deemed necessary by Laboratory Director.

Qualifications

1. Current Phlebotomy license in the State of California.
2. Current BLS certification.
3. Previous customer service experience.
4. Ability to develop and sustain strong customer relationships
5. Knowledge of laboratory industry, healthcare industry and general business practices.
6. Excellent oral and written communication and presentation skills.
7. Strong planning, organizational and computer skills.
8. Ability to build relationships at multiple levels within the account to maximize the efficiency of processes.
9. Ability to research customer problems and direct resolution/prevention to appropriate department.

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Lifting Requirements

Medium – generally not lifting more than 50 lbs. with frequent lifting/carrying of objects weighing up to 25 lbs.