



## JOB DESCRIPTION – PATIENT ADVISOR (SURGICAL)

**Location:** The Cadogan Clinic, 120 Sloane Street, London

**Department:** Sales

**Reports to:** Sales Team Manager

**Accountable to:** Managing Director / Registered Manager

## JOB PURPOSE AND SUMMARY

The post holder will be responsible for maximising non-surgical sales by providing the highest standards of patient care. Our patient advisors use listening, knowledge and empathy to understand the needs of patients, ensuring they have the best outcomes to meet their treatment expectations.

As a successful Patient Advisor, you will act as an ambassador for the clinic, guiding your patients through their treatment journey, ensuring the administration and co-ordination of treatments are timely and efficient; being proactive and supportive; working with the clinical team to support successful operational delivery.

Your purpose is to work relationally with every patient; guiding and supporting them and retaining their business over time; keep them up to date with our services and practitioners. As a Non-Surgical Patient Advisor, you will work to ensure your patient management services and administration meet both patient expectations and CQC requirements.

## MAIN DUTIES AND RESPONSIBILITIES

### ROLE SPECIFIC / KEY ACCOUNTABILITIES

1. To reach for personal sales growth – maintaining consistent sales performance and growing sales opportunities
2. To provide high quality patient care and customer service
3. To manage leads; ensuring service levels are maintained for all
4. To administrate and manage the patient journey
5. To provide post-procedure management
6. To support business development, sales campaigns and marketing

### 1. TO PROVIDE HIGH QUALITY PATIENT CARE AND CUSTOMER SERVICE

- A. To work in accordance with our values; providing valuable services to support every patient in their cosmetic surgery treatment pathway(s)
- B. To act as the representative for the clinic; introducing patients to services and supporting patients throughout their surgical journey from initial enquiry to discharge
- C. To ensure the service every patient receives meets the clinic's high standards and brand reputation
- D. To field questions and answer queries throughout every patient's journey with the Clinic
- E. To answer any complaint a patient may have, supporting service recovery with the additional help from colleagues in clinic and across the departments
- F. To follow-up with patients' post-procedure, to assess their satisfaction with the outcome and identify opportunities for retention and/or referral opportunities.



## 2. TO MANAGE LEADS, REFLECTING OUR COMMITMENT TO HIGH QUALITY PATIENT SERVICE

- A. To respond to leads generated by marketing in a fast and efficient manner
- B. To follow-up leads until a contact has been suitably established
- C. To provide accurate information about the clinic, its procedures and consultant services
- D. Direct leads to the most appropriate consultant for the patient's best outcomes
- E. Qualify leads for expectations and affordability
- F. Gain commitment from leads to attend appointments with consultants
- G. Capture lead data accurately; developing a clear profile for each patient to help meet service expectations

## 3. TO ADMINSTRATE AND MANAGE SURGICAL BOOKINGS

- A. To schedule patient appointments with consultants accurately, using strong organisational, written and interpersonal skills to support inter-departmental communications
- B. To work closely with the bookings department and with operations, providing precise and correct information to support the co-ordination of information, conversion, and surgical outcomes
- C. To quote accurate prices or indicative prices for surgery, always ensuring precise and clear communication
- D. To ensure billing and payment procedures are always followed, taking deposits from patients to secure surgical appointments
- E. To collect relevant information from the consultant about the exact procedure delivered or to be delivered in order to firm up on price with the patient and collect any remaining balances;
- F. To capture patient appointment data accurately, ensuring compliance with GDPR and patient record keeping protocols

## 4. TO PROVIDE POST-PROCEDURE MANAGEMENT

- A. To obtain patient feedback on their experience with the Clinic; relaying feedback to management to close the loop
- B. To maintain contact with surgical patients' post-procedure, to identify further opportunities, referrals and potential for further sales

## 5. TO SUPPORT BUSINESS DEVELOPMENT, SALES CAMPAIGNS AND MARKETING

- A. To participate in ad-hoc marketing and sales initiatives, including (but not limited to) outbound telephone campaigns, open evenings, GP presentations, trade show attendance or as required by the commercial director or senior management

## PERSONAL ACCOUNTABILITIES

- A. Act as an accountable professional, working in accordance with CQC guidelines and legislative healthcare requirements
- B. Work within the framework of clinical and professional guidelines which promote patient wellbeing and safety
- C. Work in accordance with company policy and procedure
- D. Develop own knowledge and accountability for ongoing professional development
- E. To comply with well-defined codes of practice concerning GDPR and the Caldicott Principle

## GENERAL

### GENERAL DATA PROTECTION

You will familiarise yourself with the clinic's data protection policy which sets out its obligations under the General Data Protection Regulation and all other data protection legislation. You must always comply with the Clinic's data protection policy. If you have any queries about your responsibilities in respect of data protection you should contact the Data Protection Officer.

### HEALTH AND SAFETY

All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and policies on health and safety.

### SAFEGUARDING AND WELLBEING OF CHILDREN AND VULNERABLE ADULTS

All staff are expected to be aware of national, organisational and departmental policies and procedures on safeguarding and promotion of the wellbeing of children and vulnerable adults and should be able to communicate this to others.

### INFECTION CONTROL

Protecting our patients is our priority and every individual is responsible for following clinic protocols in infection prevention and control. All our staff are required to stay up to date and informed regarding our guidelines and procedures.

### BRAND PROMISES

Our brand promises are the promises to ourselves, our patients and our colleagues. As a team we seek to demonstrate and commit to these values daily.

- We are honest and reliable
- We are team orientated with a can-do attitude
- We are knowledgeable and professional
- We are caring and patient focussed

The above Job Description is intended as an outline of the general areas of activity and is not an exhaustive list. It will be amended considering the changing needs of the Company.

## PERSON SPECIFICATION

Demonstrated Qualifications	Essential	Desirable	Date / expiry	Checked and initial
Literacy (e.g. GCSE level 4 or equivalent)	<input checked="" type="checkbox"/>			
Numeracy (e.g. GCSE level 4 or equivalent)	<input checked="" type="checkbox"/>			
Specialist quals Customer service training		<input checked="" type="checkbox"/>		



IT skills (Office – intermediate / advanced)	<input checked="" type="checkbox"/>			
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Recent demonstrated experience	Essential	Desirable	Checked and initial
Commitment to and awareness of patient record requirements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience in patient advisory roles within cosmetic surgery sales	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience in a targeted sales role within a cosmetic surgery hospital	<input checked="" type="checkbox"/>		<input type="checkbox"/>
Experience of private healthcare setting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Aptitude & Behaviours	Essential	Desirable	Checked and initial
Commitment to professionalism in all role aspects	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to work positively and supportively with others across teams and within a department	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commitment to working with integrity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commitment to change and improve	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrating care and consideration for others	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other requirements	Essential	Desirable	Checked and initial
Ability to work flexibly to meet service needs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to organise and co-ordinate information	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced time management skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced interpersonal skills	<input checked="" type="checkbox"/>		

The above knowledge, attributes and behaviours are deemed to be valuable and /or required for the purposes of the role.



## EMPLOYEE STATEMENT

Print Name:

I confirm that I understand the requirements of the role and that the information contained in the Job Description and Person Specification is accurate and clear. I confirm, I am able to perform the associated tasks, responsibilities and fulfil the purposes of the role as outlined above. I understand that the requirements of the role may change and may not always be specifically included in the Job Description.

Signed:

Date: