

**BROCKTON VISITING NURSE ASSOCIATION
JOB DESCRIPTION**

TITLE: CARE TRANSITIONS SPECIALIST – HOME CARE & HOSPICE

REPORTS TO: DIRECTOR OF BUSINESS DEVELOPMENT

POSITION SUMMARY:

The Care Transitions Specialist (CTS) is part of the Business Development Department and is charged with developing and fostering relationships with referral sources. The goal is to increase the frequency with which BVNA receives appropriate hospice referrals that convert to admissions. In so doing, this role will ensure that budgeted admission targets are met, new opportunities for collaboration are identified and the relationship between BVNA and referral sources is enhanced. This role may be performed in varied settings, which may include the hospital, skilled nursing facilities, community-based medical practices and other environments as identified. The CTS will maintain an efficient and productive methodology for relationship-building visits and patient/family meetings. The CTS plays a vital role in ensuring that patients and families are successful with their transition to care in their home. This role is highly visible and an ambassador of the BVNA brand. The CTS will capture and process necessary information for BVNA to initiate care and make recommendations to the agency for new program needs and new business opportunities.

RESPONSIBILITIES:

- Lives the BVNA values of: Teamwork, Excellence, Compassion and Community.
- Executes plans and manages time, resources and skills to maximize opportunities for BVNA growth within the assigned setting.
- Achieves targeted admission goals for identified accounts.
- Identifies and builds effective working relationships with key contacts at referral sources.
- Utilizes the agency's CRM system to track and plan activities as assigned.
- Educates and promotes BVNA features, benefits and outcomes to same.
- Delivers effective presentations of the Agency's service offerings, programs, etc.
- Maintains an in-depth knowledge of Agency and referral source information, relationships and services; interprets how this impacts BVNA and identifies related BVNA business opportunities.
- Pro-actively engages referral source staff to maximize educational opportunities and interactions to increase their ability to identify patients in need of services rendered by BVNA.
- Provides exceptional customer service to all parties (internal and external) throughout the continuum of care process, addressing any issues or concerns, following the appropriate chain of command and processes.
- Coordinates referral processing in an efficient and effective manner, in accordance with established work flows, including gathering and documenting comprehensive

referral/client information for the admission process and enters that information into Netsmart in a timely fashion.

- Meet with clients, families, and/or significant others as necessary to explain home health services and to assess clients for those services and payor qualification. Recommends the Agency's specialty programs and ancillary services as appropriate.
- Seeks and maintains current knowledge of community resources to coordinate and ensure comprehensive Home Care and Hospice, as well as collaborate in outreach activities.
- Functions as a resource to all constituents regarding care transitions, including interaction with Case Managers and Discharge Planners, physicians, nurses, therapists and other staff at referral sources.
- Possesses current knowledge of Agency information, payors' coverage and eligibility, market trends and industry changes to ensure meaningful decision making.
- Identifies data-reporting needs of referral sources and collaborates with BVNA staff to produce this data so that it can be reported in a meaningful way to referral sources.
- Maintains open and effective communications with all parties (internal and external) throughout the continuum of care process, particularly with the BVNA Referral Department and other members of the Business Development team, utilizing the appropriate chain of command.
- Keeps BVNA Referral Department informed of information conducive to maintaining an efficient flow of referrals and ensuring referral source and patient satisfaction.
- Logs all required statistical and referral data.
- Observes competitor activity and shares information with the Business Development Team for strategic planning purposes.
- Provides input for the creation of business development strategy and participates in departmental meetings as assigned.
- Assists with business development initiatives, proposals and other projects.
- Participates in health fairs and screenings as assigned.
- Productively contributes to team and Agency meetings.
- Responsible for maintaining state licensing that is current and in good standing.
- Responsible for interdisciplinary assessment.
- Required to participate in Quality Assessment Performance Improvement Program and HHA sponsored in-service Training.
- Other job responsibilities as required.

QUALIFICATIONS:

A clinical background, such as RN, LPN, MSW, PT, PTA, OT, OTA is required. Successful experience in both Home Care and Hospice or a related health care field's business development function is also desirable. The successful candidate will have an assertive, growth-minded, but engaging and service-oriented personality; be sound in his/her knowledge of hospice delivery and well-versed with clinical information; and be able to demonstrate the BVNA core values in a manner that fosters the building of successful referral source

relationships. The successful candidate will be an experienced hospice professional, case manager, nursing home evaluator or other role that has resulted in a demonstrated working knowledge of hospice and palliative care process.

STANDARDS:

Demonstrates a commitment to the provision of high quality home health services, community education, and health promotion outlined in the Mission Statement, to our values and Service Excellence Standards that include: Partnership, Ownership, Excellence, Client-Focused, and Innovation. Demonstrates skills to assist provider staff and to follow through to meet deadlines and timeframes. Adheres to Agency's and Professional code of Ethics. Communicates a positive image and working philosophy of the Agency and establishes and maintains a professional relationship with patients, coworkers, and others.

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| TEAMWORK | Through teamwork we are committed to achieving great things. |
| EXCELLENCE | We are professionals achieving exceptional results. |
| COMPASSION | We are compassionate to our patients and those we serve. |
| COMMUNITY | We are proud to serve our community. |

Adheres to BVNA's and Professional Code of Ethics. Communicates a positive image and working philosophy of the BVNA and establishes and maintains a professional relationship with patients, coworkers, and others.

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 enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

Work environment characteristics 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 enable individuals with disabilities to perform the essential

functions. While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.

(X) New

Date: April 1, 2023

Employee Signature	Date

Supervisor Signature	Date