

**BROCKTON VISITING NURSE ASSOCIATION & HOSPICE
JOB DESCRIPTION**

TITLE: DIRECTOR OF BUSINESS DEVELOPMENT

REPORTS TO: PRESIDENT & CEO

POSITION SUMMARY:

Under the direction of the President & CEO, the Director of Business Development (DBD) is responsible for the implementation of market business development initiatives, which support the achievement of growth objectives and strategies of the company. The DBD works in partnership with the President & CEO and Senior Leadership to develop an effective marketing presence. As the DBD, you will be responsible for establishing company relationships and partnership opportunities with major referral sources. This position is responsible for the development and execution of our sales and marketing strategy, which positions Brockton Visiting Nurse Association & Hospice (BVNA) as the preferred service provider in the markets in which it serves. Success in this position will be measured, in part, based on census growth, relationship development and effective team building.

The successful DBD must be a proven and successful business development professional with the presence and confidence to effectively communicate the value of the agency to key constituencies to obtain individual growth objectives and oversee business development initiatives to achieve overall agency objectives. This position will require a manager with solid strategy and an entrepreneurial spirit who will be challenged with Brockton Visiting Nurse Association's current marketplace and working with key staff and stakeholders, to create and implement new business development opportunities, as well as to foster the healthy development of existing relationships. You will also be tasked to identify opportunities for engagement and fundraising to fuel Brockton Visiting Nurse Association's success.

In this position, you will lead a team of business development professionals and manage their efforts to ensure daily, weekly, monthly and annual admission and related metrics are achieved. You will also serve as an involved and informed advocate for Brockton Visiting Nurse Association with our referral sources and other key constituencies, be able to communicate its message clearly one-on-one and to large groups, in the spoken and written form; network to reach goals and to ensure that the work and impact of the BVNA is known by the right people.

RESPONSIBILITIES:

- Manages and promotes all business development initiatives to promote overall community relationships/sales activities to achieve objectives.
- Initiate, develop and maintain patient referral accounts, contracts, and grants.
- Promote and build strong customer relations and new relationships by supporting BVNA's mission and philosophy.
- Develop and implement sales and marketing plans and action programs to increase and maintain current relationship and referrals.
- Assists President & CEO for opportunities to negotiate contracts and manage referral development with managed care organizations, insurance companies, other third party payers, other providers,

and other potential referral sources.

- Coordinate community events (annual golf outing, Hospice Memorials, health fairs, gatherings, clubs, local business/social organizations and business expose, etc.) as part of relationship building goals.
- Provide 1-2 large community/educational events each calendar year targeting referral sources with President & CEO.
- Gathers information and monitors business activities of key competitors.
- Understands strategies of competitors to plan and implement competitive sales tactics. Identify trends and opportunities.
- Develop annual company business development plan along with monthly agency and liaison-specific admission reports.
- Consistently evaluate and recommend updates relative to company collateral, including brochures, promotional items and other marketing pieces.
- Identify, recommend and facilitate opportunities for non-traditional marketing methods, i.e. mailings to families, patients, bereaved, etc.
- Maintain communication with Senior Leadership to report any situations adversely affecting BVNA as well as conditions and fluctuations in the market and effects on business activity.
- Continuously communicate with President & CEO to obtain information about capacity concerns to assess availability and instruct team on Agency trends and barriers.
- Maintains own accounts as part of position with weekly reports to President/CEO.
- Understands Agency requirements including legal requirements, CoPs for Medicare and accepts appropriate referrals based on these items.
- Willingly accepts direction from President & CEO regarding referrals, concerns and Agency needs.
- Supports the Agency community engagement efforts via fundraising, outreach and events, word-of-mouth marketing, sharing flyers, identification of grateful patients, volunteering at events and special projects, participation in community presentations and/or promoting BVNA in own community.
- Maintain regularly scheduled meetings with Intake and Liaison Teams; develops regular meeting agendas and reports.
- Provide Senior Leadership with weekly updates, using the Key Indicator Report and departmental and individual reports and projections.
- Develop and update staff training related to marketing and customer service.
- Participate in orientation of new staff members, conduct ride-alongs (quarterly at a minimum) with team, and maintain record of these visits.
- Responsible for maintaining current grants; should identify other charitable opportunities that are beneficial to the Agency.
- Create an annual written business development and community engagement plan that is clear in its objectives, target audiences, timelines, and assignment of responsibilities.
- Create a new focus on prospect and donor research.
- Ensure that the processes, procedures, and assignments of responsibilities are designed to meet fundraising goals in an efficient, manageable, and effective manner; evaluate staff and programs on a regular basis and make changes as necessary.
- Evaluate the fundraising activities annually to ensure quality, productivity, and relevance towards meeting goals.
- Work with the President and CEO on engagement initiatives, social media and other fundraising support and collateral to be used by the resource development team.
- Create regular opportunities meet with other divisions within the organization to keep the team informed and to generate stories about the impact.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's Degree required with 3-5 years coupled with supervisory experience.
- Strong knowledge of home care and hospice programs required.
- Clinical degree a plus, with other skills being present.
- Experience with writing and securing foundation and or government grants a plus.
- History of working effectively with people in all demographics irrespective of their history, economic status, challenges, race, gender, educational level or sexual orientation, believes in the importance of diversity and has a history of creating diverse organizations.
- Seasoned, team and goal-oriented leader experienced in creating and supervising effective teams where staff enjoy working, contributing and reaching organizational goals.
- Strong collaborator within and outside of the Agency.
- Exceptional planning and execution skills with a results-oriented record of achievement; the ability to set goals, meet deadlines and evaluate results.
- Energetic, diplomatic, adaptable and with a good sense of humor.
- Unqualified passion for the mission of the BVNA.
- Adheres to all Agency policies including, but not limited to, the Confidentiality Agreement, Personnel Policies, and Clinical Policies and Procedures.
- Ability to strictly adhere to confidentiality requirements.
- Ability to establish professional relationships and to communicate effectively with others he/she interacts with in the course of job performance.

LANGUAGE SKILLS:

Ability to read, analyze, and interpret physicians' orders. Ability to respond to common inquiries or complaints from patients, significant other(s)/family member(s), regulatory agencies, or members of the business community. Ability to effectively present information to physicians, patients, significant other(s)/family member(s), members of the health care community, managed care organizations, management, other staff and the public.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

STANDARDS

- Demonstrates a commitment to the provision of high quality home health services, community education, and health promotion outlined in the Mission Statement and as evidenced by the performance appraisal. Demonstrates skill to manage caseload and meet current agency productivity requirements.
- Completes Biweekly Time Sheets accurately daily. Accepts constructive criticism and works towards improvement(s). Adheres to Agency and profession's Code of Ethics. Manages stress effectively.
- Establishes good communication/flexibility working with clients, peers, referral sources, managed

care organizations, and administrative staff. Communicates a positive image and working philosophy of the Agency.

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- Establishes and maintains a professional relationship with patients, significant others, coworkers, referral sources, managed care organizations, and others he/she interacts with in the course of job performance.
- Demonstrates a commitment to the provision of superior home health services, community education, and health promotion outlined in the Mission Statement, and to our values. Demonstrates skills to assist clinicians and to follow through to meet deadlines and timeframes. Adheres to BVNA 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.

All employees of BVNA are expected to display the highest standards of service excellence and embody the BVNA's motto of "More than you'd expect from home care." In order to do so, the BVNA's values (shown below) will be demonstrated throughout the course of each employee's daily activities. As each employee's role and responsibilities may be unique, these values will also be demonstrated in a way that is unique, but supportive of the employee's overall goals and the BVNA's mission and vision. Specific expectations will be made and agreed upon between the employee and his/her manager at the time of hire and throughout the year as needed.

Teamwork - Through teamwork, we are committed to achieve great things.

Excellence - We are professions achieving exceptional results.

Compassion - We are accountable and responsible for the success of the Agency.

Community - It's all about you!

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.

Employee Printed Name:	Date:
Employee Signature:	
Supervisor Signature:	Date:

