

# Position Description



## 1. General Information

<b>Position Title:</b>	GP Engagement Specialist
<b>Division/Department:</b>	Strategy & Performance – Business Development
<b>Position Reports to:</b>	GP Engagement Program Manager
<b>Enterprise/Individual Agreement:</b>	Individual Agreement
<b>Classification/Grade:</b>	N/A
<b>Location:</b>	Various as required
<b>Employment Status:</b>	Part-time
<b>Resource Management</b> (for Management positions only) <b>Number of Direct Reports:</b> <b>Budget under management:</b>	N/A
<b>Key Relationships - internal and external</b>	<ul style="list-style-type: none"><li>• Group Director Strategic Business Development</li><li>• Business Development Managers – Geelong, Freemasons, Richmond, Eastern, Rehab and Mental Health</li><li>• General Practitioners and related peak bodies</li><li>• Group GP Engagement specialists (GP Liaisons)</li><li>• Epworth specialists and practice managers</li></ul>

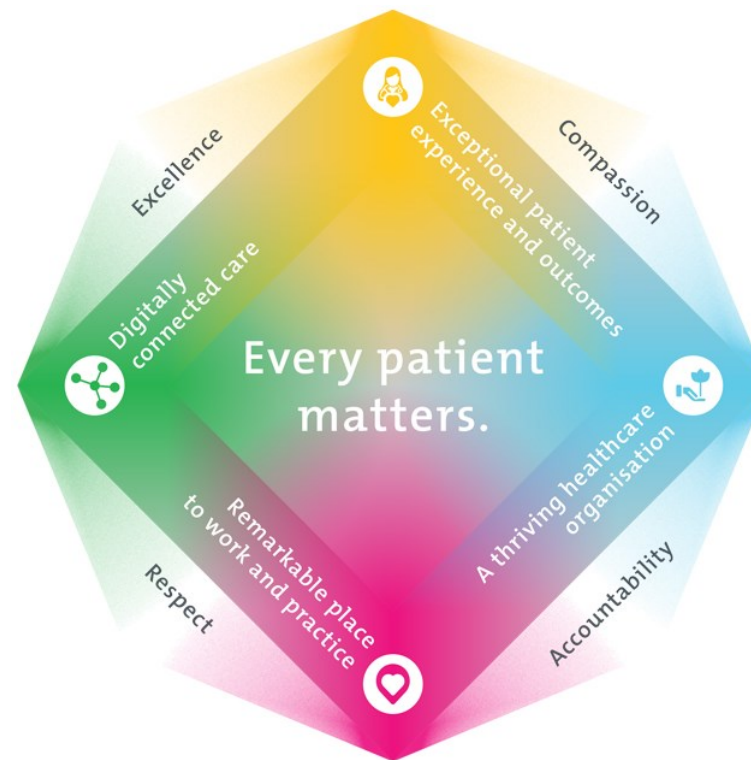
## 2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

Epworth's values define our approach and our delivery. We pride ourselves on communicating our values and delivering on them in a real and meaningful way. Our Values are Compassion, Accountability, Respect and Excellence. More information can be found on the [Epworth website](#).

Epworth's purpose is Every Patient Matters. Our Vision is Delivering another 100 years of exceptional healthcare and innovation to the Victorian community.

## 3. Epworth HealthCare Strategy



All roles are linked to the Epworth strategy and are fundamental in achieving its vision and purpose.

**Exceptional patient experience and outcomes** - To empower our patients and deliver compassionate, expert and coordinated care.

**A thriving healthcare organisation** - To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.

**Remarkable place to work and practice** - To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.

**Digitally connected care** - To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors.

## 4. Purpose of the Position

This position will provide support to the Business Development team by enhancing communication and connectivity between General Practitioners (GPs) to increase GP referrals to Epworth. Specifically, the role will focus on providing education to GPs and promoting the specific value of our specialists and services available for potential patients at Epworth.

The role is also responsible for developing a Royal Australian College of General Practitioners (RACGP) accredited education program for GPs, to be delivered by our Specialists. The role will build strong working relationships with Specialists, GP clinics, Practice Managers and other community networks to raise awareness of Epworth services and expertise; and assist GPs in understanding the different care options available at our hospitals for their patients.

## 5. Clinical Governance Framework

This role is required to put into practice the Clinical Governance Framework at Epworth as every employee is accountable for ensuring that our patients and community receive safe, high quality and person-centred care in every interaction with Epworth. This is achieved through active participation in the five domains of clinical governance at Epworth:

Clinical Governance Domain	Role
<b><i>Leadership and culture</i></b>	Promote and participate in a supportive, fair and transparent culture where lessons from previous outcomes are learned and patient safety and quality is a priority at all levels of the organisation.
<b><i>Consumer Partnerships</i></b>	Understand and where relevant, ensure that each patient is actively involved in their own care and treatment including families/carers wherever possible.
<b><i>Effective Workforce</i></b>	Develop and maintain one's own competency, skills and knowledge to ensure high quality service provision and care.
<b><i>Clinical Safety and Effectiveness</i></b>	Understand and where relevant, ensure, that the right care is provided to the right person at the right time, in the right place and patient outcomes are monitored and improved.
<b><i>Risk Management</i></b>	Be responsible for identifying and reporting risks, hazards and near misses for people in our care and participating in risk mitigation strategies.

## 6. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
<b>GP Education</b> <ul style="list-style-type: none"> <li>• Help facilitate GP Continuing Professional Development (CPD) education program for Epworth</li> <li>• Coordinate accredited education at GP clinics in the community</li> <li>• Deliver and attend a number of education programs or conferences and social/promotional events annually</li> <li>• Work with GP Engagement team to coordinate logistics for education events including venues, catering and equipment</li> <li>• Manage GP CPD requirements with the RACGP</li> <li>• Ensure relevance of the program to current and emerging needs of GPs in terms of topic, timing and delivery channel</li> <li>• Work with the Business Development Managers to secure appropriate Epworth specialists to deliver the program content</li> <li>• Liaise with medical specialists to present at relevant GP CPD programs</li> <li>• Provide appropriate reference material, orientation and relevant support articulating Epworth requirements to meet business and patient outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• GP referrals</li> <li>• Inpatient admissions &amp; inpatient revenue</li> <li>• GP feedback and satisfaction rating with education sessions</li> <li>• Feedback and satisfaction of internal stakeholders</li> <li>• Numbers of new GPs and new GP practices engaged to attend programs from targeted areas</li> <li>• Number of specialist and GP meetings occurring within the agreed targets</li> </ul>
<b>Relationship Management</b> <ul style="list-style-type: none"> <li>• Engage with GPs to ensure programs are developed which meet their education needs</li> <li>• Build strong working relationships with Epworth Specialists, Clinics, Practice Managers and other community networks to enhance referral</li> <li>• Promote a positive image of Epworth services and achievements to GPs via education events</li> <li>• Liaise with the Executive and senior management teams to ensure GP related issues are highlighted in customer service satisfaction surveys (in particular patient &amp; doctor surveys) are addressed to improve services</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from internal and external stakeholders</li> <li>• Feedback and satisfaction from GPs</li> </ul>

<ul style="list-style-type: none"> <li>• Participate in broader Epworth committees and planning processes providing advice from the GP perspective</li> <li>• Act as a resource and point-of-contact for doctors within Epworth</li> <li>• Develop and maintain good working relationships with GPs and PHNs to promote Epworth and encourage engagement</li> </ul>	
<p><b>Marketing &amp; Promotion</b></p> <ul style="list-style-type: none"> <li>• Develop GP focused marketing and relationship building strategies and promotional campaigns that underpin and support organisational strategic plans</li> <li>• Develop GP communication objectives and stakeholders which align with the business and marketing strategy</li> <li>• Promote Specialist profiles and their value proposition to increase referrals</li> <li>• Ensure GPs and practices have up-to-date information about new Epworth developments and services so GPs can provide patients with options around care</li> <li>• Ensure market opportunities are identified</li> </ul>	<ul style="list-style-type: none"> <li>• Increased referrals from GPs to Epworth specialists</li> <li>• Feedback and satisfaction of GPs, practice managers, internal stakeholders and external partners</li> </ul>
<p><b>Customer Service</b></p> <p>Epworth is committed to the provision of excellent customer service to all of our people, customers and stakeholders including patients and external suppliers.</p> <p>Superior patient service leads to improved healing in a trusting, caring environment and creates a safe environment for patients and employees.</p> <ul style="list-style-type: none"> <li>• Role model and actively promote a culture of high-quality patient care</li> <li>• Provide excellent, helpful service to patients, visitors and staff</li> <li>• Communicate with clear and unambiguous language in all interactions, tailored to the audience</li> <li>• Build customer relationships and greet customers and patients promptly and courteously</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback and satisfaction of GPs, practice managers, internal stakeholders and external partners</li> </ul>

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<ul style="list-style-type: none"> <li>• Actively seek to understand patients' and their family's expectations and issues, using multiple strategies</li> <li>• Uses data (such as patient experience feedback) to identify opportunities for improvement in internal processes and systems that directly impact patient care and customer service</li> <li>• Responds quickly and proactively escalate concerns when necessary</li> <li>• Role model and actively promote a culture of high-quality patient care and experience by ensuring that solutions, practices and procedures (such as hourly rounding, leader rounding and bedside handover) are carried out with empathy and compassion</li> </ul>	
<p><b>Safety and Wellbeing</b></p> <p>To ensure a safe workplace is provided for all employees and other personnel including contractors, agency staff, volunteers and students.</p> <ul style="list-style-type: none"> <li>• All employees and other personnel under the authority of the manager are fully informed of the hazards associated with their work activities, adequately trained and instructed in safe work procedures and appropriately supervised. Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace</li> <li>• Integrate and review OHS performance in staff PDPs</li> <li>• Ensure all direct reports are held accountable for safety performance and actions</li> </ul>	<ul style="list-style-type: none"> <li>• Adhere to infection control/personal hygiene precautions</li> <li>• Implement and adhere to Epworth OHS policies, protocols and safe work procedures</li> <li>• Ensure all hazards, incidents and injuries are reported in Riskman within 24 hours</li> <li>• Ensure all hazards, incidents and injuries are investigated and corrective actions implemented within agreed timeframes</li> <li>• Mandatory training completed at agreed frequency</li> </ul>

## 7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications in education, healthcare or business-related field.</li> </ul>

<p>Previous Experience</p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Demonstrated experience in customer relationship, business development or GP Liaison</li> <li>• Demonstrated experience with developing and co-ordinating the delivery of face to face events</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience in organising education programs for GPs</li> <li>• Demonstrated experience in the planning and co-ordination of education programs in the health sector.</li> <li>• Experience in working for or collaboratively with hospitals</li> <li>• RACGP accredited Education Activity Representative – If not, an Education Activity Representative Course with the Royal Australian College of General Practitioners (RACGP) will also need to be undertaken on commencing the role</li> </ul>
<p>Required Knowledge &amp; Skills</p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• High level computer competency (microsoft office suite, Monday.com, mailchimp, Eventbrite)</li> <li>• Excellent communication skills, both written and verbal</li> <li>• Exceptional relationship management skills</li> <li>• Excellent time management skills and experience in managing competing priorities and deadlines</li> <li>• Excellent attention to detail</li> <li>• Working knowledge of the health industry</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Well-developed event management skills</li> <li>• Mandarin/Cantonese speaking (Metro position)</li> </ul>
<p>Personal Attributes &amp; Values</p> <p>All employees are expected to consistently work in accordance with Epworth's values and behaviours</p> <ul style="list-style-type: none"> <li>• Compassion</li> <li>• Accountability</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Commitment to the delivery of Epworth's values at all times</li> <li>• Ability to build and maintain rapport and effective relationships with key internal and external stakeholders</li> <li>• Demonstrated proactive approach that creates opportunity to progress health service innovation</li> <li>• Ability to work autonomously and also effectively in a multi-disciplinary team environment</li> <li>• Dynamic self-starter with high level interpersonal, communication, presentation, networking and negotiation skills; a confident and professional manner</li> </ul>

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<ul style="list-style-type: none"><li>• Respect</li><li>• Excellence</li></ul>	
Other	<b>Essential</b> Due to the travel involved in organising GP related events, this role requires a Victorian drivers licence and own car.

### Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
March 2025	March 2025	Clare Bohan – GP Engagement Program Manager

## 8. Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_