

# Position Description



## 1. General Information

<b>Position title:</b>	Epworth Maternity Concierge
<b>Division/Department:</b>	Epworth Freemasons
<b>Position Reports to:</b>	Business Development Manager
<b>Enterprise/Individual Agreement:</b>	Individual
<b>Classification/Grade:</b>	N/A
<b>Location:</b>	Epworth Freemasons
<b>Employment status:</b>	Permanent Part-Time
<b>Key relationships - internal and external</b>	<p>Internal:</p> <ul style="list-style-type: none"><li>• Business Development and Brand teams</li><li>• Executive General Manager</li><li>• All areas of Epworth Freemasons Maternity team</li></ul> <p>External:</p> <ul style="list-style-type: none"><li>• Existing and potential customers</li><li>• Doctors' rooms and practice staff</li><li>• Third party agencies</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.
<b>Exceptional patient experience and outcomes</b> - To empower our patients and deliver compassionate, expert and coordinated care.
<b>A thriving healthcare organisation</b> - To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.
<b>Remarkable place to work and practice</b> - To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.
<b>Digitally connected care</b> - To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors

## 4. Purpose of the position

The Epworth Maternity Concierge at Epworth Freemasons is responsible for establishing meaningful connections with potential customers at various consideration touchpoints, to grow bookings and contribute to a wonderful maternity experience that will stimulate repeat business and advocacy. This is a customer service and business development role that would interact with clinical teams as an intermediary, during the decision-making process of choosing a maternity hospital by potential customers.

## 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-centered 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
<p>Lead conversion process – potential customers comparing services and personal connection</p> <ul style="list-style-type: none"> <li>Follow up contact from various lead sources with the objective of conversion.</li> </ul> <p>Tour actions</p> <ul style="list-style-type: none"> <li>Be host and showcase our facilities and our people in the best way possible.</li> <li>Showcase key elements of the Epworth Freemasons Maternity experience.</li> </ul> <p>Follow up and conversion</p> <ul style="list-style-type: none"> <li>Build and execute a lead follow-up program and maintain connection throughout the decision-making process, including support through the booking process</li> <li>Create opportunities for proactive lead generation</li> </ul> <ul style="list-style-type: none"> <li>Maintain monthly activity pipeline report to ensure current and future KPI/Targets are met</li> <li>Establish and maintain relationships with Obstetricians and their practice staff</li> <li>Report on patient booking cancellation reasons to identify potential areas of improvement and service needs</li> <li>New business projects are established in a sustainable manner and are easily transferred into the ongoing operational structure</li> <li>Seek opportunities and initiate plans to attract and retain opportunities for business growth</li> <li>Contribute to the overall organisational information on market and competitor activities (including competitor analysis)</li> <li>Aim for continued improvement in patient Satisfaction Survey</li> <li>Liaise with the Executive and senior management team to ensure that issues highlighted from patient and practice staff's feedback, are addressed and feature improved services and areas of high satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>Respond to all enquiries within two business days</li> <li>Increase of new patient tour bookings</li> <li>Conversion rate from tour to booking</li> <li>Follow up contact within 48 hours</li> <li>Bookings per month on follow up</li> </ul>
<p><b>Supporting execution of marketing initiatives</b></p> <ul style="list-style-type: none"> <li>Partner with Brand to support timely and effective delivery of information to potential customers.</li> <li>Regular contact with stakeholders (internal and external) to foster relationships.</li> <li>Ensure consistent service delivery for touchpoints related to this role.?</li> </ul>	<ul style="list-style-type: none"> <li>Monthly reporting of stakeholder engagement and management</li> <li>Pipeline enquiries</li> </ul>

# Position Description



<ul style="list-style-type: none"> <li>• Partner with brand to monitor effectiveness of maternity campaigns (? If able?) and identify innovative ways to ensure pipeline of enquiries increases</li> <li>• Identify areas of service needs to develop services and products that will attract activity</li> <li>• Provide regular reporting and measurement to ensure strategic and operational objectives are achieved.</li> </ul>	<ul style="list-style-type: none"> <li>• Divisional revenue and activity KPI targets are met.</li> </ul>
<p><b>Quality of the maternity experience</b></p> <ul style="list-style-type: none"> <li>• Maintain high standards and a high level of customer focus at all times.</li> <li>• Play an active role within the Epworth Freemasons maternity team by helping build a culture that fosters a spirit of achievement in line with Epworth's values and strategic intent. Collaborate with the site Business Development Manager to achieve positive outcomes.</li> <li>• Actively seek to understand patients' and their family's expectations and issues'</li> <li>• Through consumer feedback identify and implement initiatives to improve the maternity patient experience</li> <li>• Use data (such as compliments, complaints) to identify breakdowns in internal processes and systems that directly impact patient care and customer service</li> <li>• Role model and actively promote a culture of high quality patient care and experience by ensuring that solutions, practices and procedures are carried out with empathy and compassion</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reporting to be shared with Business Development Manager, Executive General Manager, Associate Director Maternity Services, and Epworth Freemasons Brand Manager</li> <li>• Responds quickly and proactively escalate concerns when necessary</li> <li>• Consistently meet or exceed the expectations of our patients and customers at all times</li> </ul>
<p><b>Organisational responsibilities</b></p> <ul style="list-style-type: none"> <li>• Communicate and act in ways that are consistent with Epworth's values</li> <li>• Support and promote the work of Epworth, maintaining a positive image of the organisation in accordance with the level of position</li> <li>• Comply with all Epworth's policy, code of conduct, procedures and practices, external funding body requirements and legislation</li> <li>• Apply and uphold the principles of a respectful, inclusive and diverse workplace, free from discrimination, harassment or bullying</li> <li>• Adhere to organisational and legislative Health, Safety and Environment requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Implement and adhere to Epworth OHS policies, protocols and safe work procedures</li> <li>• Mandatory training completed at agreed frequency Complete all relevant training</li> <li>• Display behaviours aligned with Epworth values</li> </ul>

## 7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualification in a related field</li> </ul>
Previous Experience	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Customer service or business development working for a premium brand</li> <li>• Demonstrated experience in working with a diverse group of stakeholders</li> </ul>
Required Knowledge & Skills	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Excellent administrative capabilities</li> <li>• Excellent attention to detail</li> <li>• A demonstrated ability to deliver consistent patient experience through quality, human connection</li> <li>• Ability to work manage stakeholder expectations and business requirements</li> <li>• High level interpersonal, communication, presentation, networking and negotiation skills.</li> <li>• Ability to lead and influence with a proactive and collaborative approach.</li> <li>• Ability to establish and maintain strong customer (internal and external) relationships at all levels.</li> <li>• Ability to craft innovative and attractive value propositions to potential partners and referrers.</li> <li>• Strong analytical skills with the financial acumen necessary to identify and plan commercially viable projects.</li> <li>• High level written and verbal communication skills</li> <li>• Ability to prioritise to ensure all projects are progressed in accordance with agreed timeframes.</li> <li>• Capacity to present Epworth HealthCare in a strong and positive manner to all stakeholders.</li> <li>• Excellent/Professional communication (verbal, written) and presentation skills</li> <li>• Willingness to support Brand promotion of the service</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience in health care or health related industries</li> </ul>

# Position Description



<p><b>Personal Attributes &amp; Values</b></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>• Respect</li> <li>• Excellence</li> <li>• Compassion</li> <li>• Community</li> <li>• Integrity</li> <li>• Accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Ability meet customer service needs consistently with the values of Epworth</li> <li>• Visible commitment to the provision of excellent patient and customer care</li> <li>• Able to work autonomously and to build and maintain effective internal and external relationships.</li> <li>• A highly motivated, organised, logical and practical thinker with good problem solving and decision making skills.</li> <li>• High level of persistence and accountability.</li> <li>• Superior communication, influencing, interpersonal and relationship management skills, including effective presentation and public speaking skills</li> <li>• Strong interpersonal skills including the ability to maintain strong effective working relationships with a range of stakeholders including senior and executive leadership, peers, employees, external organisations and members of the community</li> <li>• Demonstrated ability to operate as an agile, collaborative, self-motivated team member</li> <li>• Ability to navigate through an ambiguous and fast-paced, changing environment</li> <li>• Commitment to a culture of continuous learning and quality improvement</li> <li>• A 'can-do' attitude and solutions-focussed management approach, with a proven track record in meeting KPIs and project management</li> </ul>
--	--

## Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
May 2021	May 2021	Group Director Brand
	October 2023	Business Development Manager

## 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: \_\_\_\_\_