

# Position Description



## 1. General Information

<b>Position Title:</b>	Business Development Manager
<b>Division/Department:</b>	Corporate - Group Business Development
<b>Position Reports to:</b>	Group Director Strategic Business Development
<b>Enterprise/Individual Agreement:</b>	Individual Agreement
<b>Classification/Grade:</b>	N/A
<b>Location:</b>	Continuing Care and Support Services
<b>Employment Status:</b>	Permanent Full Time
<b>Resource Management</b> (for Management positions only) <b>Number of Direct Reports:</b> <b>Budget under management:</b>	  Nil Nil
<b>Key Relationships - internal and external</b>	Rehabilitation Executive Team Rehabilitation Visiting Medical Officers Rehabilitation Department Managers and Leadership Team, Group Business Development Team Group GP Liaison Team Acute Visiting Medical Officers Communication and Engagement Senior Medical Workforce Key external referring stakeholders

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## 2. Overview of Epworth HealthCare

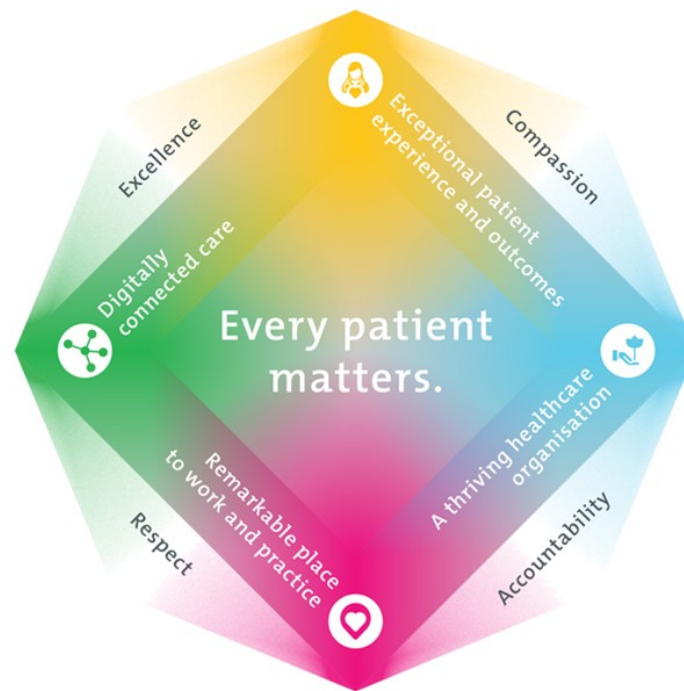
Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our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



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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

In line with the strategic directions for Epworth, the Business Development Manager will identify business growth opportunities and priorities and develop Business Development Plans to implement these. This position requires an excellent understanding of the private hospital model, medical specialist private practice, service models and the market drivers that will lead to enhanced rehabilitation referral networks.

The Business Development Manager will:

- Identify and implement business development opportunities for Epworth Continuing Care and Support Services in line with Epworth's Strategic and Operational plans
- Develop a focused business development plan for Continuing Care and Support Services with actions, measures and targets in conjunction with the executive team
- Grow targeted Continuing Care and Support Services activity in defined high revenue and high margin services to meet activity and revenue budget KPIs
- Foster the relationship with operational management to drive business development in line with the clinical service strategy of Epworth
- Implement strategies to recruit new medical specialists to Epworth when required and manage accreditation and reappointment
- Identify appropriate referral streams for targeted Continuing Care and Support Services and manage business development activities for enhancing these
- Work closely with the acute division Business Development Managers and initiate acute VMO engagement activities with VMOs for referral generation to appropriate Continuing Care and Support Services
- Direct and initiate GP engagement activities through the GP Engagement team for GP referral generation
- Identify and liaise with the Communication and Engagement team where appropriate to enhance patient self-referral and awareness

## 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><b>Business development</b></p> <ul style="list-style-type: none"> <li>• Identify priority services for Continuing Care and Support Services, with a focus on Rehabilitation, to meet budget – working closely with the Group Director of BD, EGM, and Finance Manager.</li> <li>• Develop and implement an annual Business Development plan – clearly defining priorities, audience, actions, and measures.</li> <li>• Prioritize and action business development activities in line with agreed growth services for Continuing Care and Rehabilitation.</li> <li>• Develop and implement targeted referral generation activities for acute VMOs, GPs, and community for Continuing Care and Rehabilitation services.</li> <li>• Work closely with the Medical Director of Rehabilitation to facilitate recruitment of new specialists and physicians to Epworth, ensuring accreditation/re-accreditation via C-Gov.</li> <li>• Seek opportunities to maximize utilization of sessional and lease contracts across all consulting areas.</li> <li>• Facilitate the orientation process and onboarding for new specialists.</li> <li>• Maintain and grow relationships, creating networking and cross-referral opportunities for specialists in Continuing Care and Rehabilitation.</li> <li>• Collaborate with the brand team to ensure effective marketing strategies are in place to grow key services.</li> <li>• Identify new market opportunities to grow priority services.</li> <li>• Maximize GP engagement opportunities and relationships for referrals and cross-specialty networking within the Epworth VMO network.</li> <li>• Regularly meet with leadership teams and departments to gather and share BD referral feedback and opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the Epworth Continuing Care and Support Services annual business development plan in line with the Division’s strategic business plan and operational plan.</li> <li>• Meet activity and revenue budgets through active recruitment of VMO specialists, program growth, and service growth BD strategies.</li> <li>• Monitor medical practitioner utilization of hospital services against activity budgets and initiate opportunities to meet budgets.</li> <li>• Monitor GP and specialist referrals to Epworth Continuing Care and Rehabilitation against targeted modalities and engage with these specialists to improve referral rates.</li> <li>• Evidence of growth of targeted services within agreed KPIs.</li> <li>• Volume and quality of activities and initiatives undertaken.</li> <li>• Physician satisfaction and engagement framework developed, actioned, measured, and reported monthly.</li> <li>• Utilization of sessional suites and lease contracts reported monthly and in line with budget targets.</li> <li>• Work closely with the Patient Administration Manager to ensure current sessional and lease contracts are in place for VMOs – new and existing.</li> <li>• Liaise with medical and health organizations, emerging specialists, and coordinate liaison and negotiation with identified practitioners – assist in building their business profiles.</li> <li>• Establish an engagement framework for GPs and Practice Managers to ensure a strong referral base into RITH, HITH, OPs, IPs, and Private Practice.</li> </ul>

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<ul style="list-style-type: none"> <li>• Manage enquiries related to VMO suite leasing and provide input in monthly leasing meetings, suite planning, and sessional consulting</li> <li>• Deliver and attend an agreed number of medical education programs and social/promotional events annually</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate the production and maintenance of conferences and seminars on topics relevant to business initiatives and strategic direction of Epworth Continuing Care and Rehabilitation, in consultation with relevant stakeholders</li> <li>• Drive improved links with doctors, other health service providers, and appropriate organizations through joint promotional activities, social programs, and educational programs to attract and recruit</li> </ul>
<p><b>Clinical Service Planning</b></p> <ul style="list-style-type: none"> <li>• Contribute to the development of Epworth's broader group business development plan in line with the strategic plan</li> <li>• Contribute to the development of the Division's strategic and operational plan.</li> <li>• Ensure business development priorities are aligned with Epworth's Clinical Service Plan and growth in acute key clinical specialties</li> <li>• Determine Business Development priorities and actions for Continuing Care and Rehabilitation to meet activity and revenue budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Business Development is clearly represented in the operational plan</li> <li>• Continuing Care and Rehabilitation BD plan aligns with Epworth's group strategy and acute BD specialty priorities</li> </ul>
<p><b>Information Management</b></p> <ul style="list-style-type: none"> <li>• Contribute to the overall organizational information on market and competitor activities and published outcomes</li> <li>• Establish systems and reports to capture and monitor specialist referrals to Epworth Continuing Care and Rehabilitation from various sources</li> <li>• Manage relevant databases, portals, CRM platforms, and documentation of business development activities undertaken</li> <li>• Report on Specialist activity &amp; key contributors, noting any changes in activity</li> <li>• Ensure strategy, casemix, revenue, and margin data is effectively used in business development planning and initiatives</li> <li>• Ensure information resources for medical practitioners are current and relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Referral reports outlining growth in referrals to focus services</li> <li>• Resources, including onboarding documents, specialist and service directories, are reviewed and updated annually</li> <li>• Databases are accurate</li> <li>• Systems are in place for measuring KPIs and monthly reporting</li> </ul>

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<p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Finance Manager to establish business revenue and margin opportunities to prioritize BD</li> <li>• Contribute to annual budget activity planning for Continuing Care and Rehabilitation</li> <li>• Complete a monthly Business Development report – including reporting against activity and revenue budgets</li> <li>• Provide Business Development insight and information for Group Director, EGM, and Finance Manager for monthly COO reporting</li> <li>• Ensure any sponsorships secured or support partnerships established align with Epworth’s strategic directions, mission, and values</li> <li>• Work closely with Finance Manager to establish business revenue and margin opportunities to prioritise BD</li> <li>• Contribute to Rehabilitation annual budget activity planning</li> <li>• Complete a monthly Business Development report – incl reporting against activity and revenue budgets</li> <li>• Provide Business Development insight and information for Group Director, EGM and Finance Manager for monthly COO reporting</li> <li>• Ensure any sponsorships secured or support partnerships established are aligned with Epworth strategic directions, mission and values</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reporting template established</li> <li>• Monthly BD meeting attendance and input</li> <li>• Monthly reporting template established</li> <li>• Monthly BD Rehabilitation meeting attendance and input</li> </ul>
<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Establish and facilitate strong relationships with physicians to capture business development opportunities and implement initiatives</li> <li>• Establish network opportunities with acute division doctors, staff, other health service providers, and appropriate organizations through joint promotional activities, social programs, and educational programs to generate referrals</li> <li>• Work with the brand team on the production and maintenance of internal and external communications for medical practitioners to publicize activities, services, and programs</li> </ul>	<ul style="list-style-type: none"> <li>• Agreed number of medical education programs and social/promotional events held annually</li> <li>• Services are well communicated to appropriate audiences across various platforms as planned</li> <li>• Agreed number of medical education programs and social/promotional events held annually</li> <li>• Services are well communicated to appropriate audiences across a variety of platforms as planned</li> </ul>

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<ul style="list-style-type: none"> <li>• Collaborate with the brand and GP teams on the promotion and launch of new service initiatives</li> <li>• Establish and facilitate strong relationships within the Rehabilitation physicians to capture business development opportunities and implement initiatives</li> <li>• Establish network opportunities for rehabilitation with acute division doctors, acute division staff, other health service providers and appropriate organisations through joint promotional activities, social programs and educational programs to generate referrals</li> <li>• Facilitate and work with the brand team on production and maintenance of internal and external communications for medical practitioners to publicise activities, services, programs</li> <li>• Facilitate and work with the brand and GP teams on promotion and launch of new service initiatives</li> </ul>	
<p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• Epworth is committed to the provision of excellent customer service to all of our people, customers and stakeholders including patients and external suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous improvement in satisfaction of Business Development support as measured by doctor satisfaction surveys and positive feedback from referring practitioners</li> </ul>



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<ul style="list-style-type: none"> <li>Liaise with Executive and senior management team to ensure that issues highlighted in satisfaction and engagement surveys are addressed and result in improved services and areas of high satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Staff engagement surveys reflect positive experience and feedback of business development</li> <li>Any issues are escalated to the relevant manager and resolved in a timely manner</li> </ul>
<b>Safety and Wellbeing</b> <ul style="list-style-type: none"> <li>Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace</li> <li>Report all hazards, incidents, injuries and near misses immediately to your manager and log them in RiskMan</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>Mandatory training is completed</li> </ul>

## 7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	<b>Essential</b> <ul style="list-style-type: none"> <li>Tertiary qualification in Health, Marketing or relevant specialty</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>Tertiary Qualifications in Allied Health</li> </ul>
Previous Experience	<b>Essential</b> <ul style="list-style-type: none"> <li>Experience working in a relevant hospital or rehabilitation management role</li> <li>Senior Management experience in the Health Sector, Marketing or Sales implementing business development initiatives</li> <li>Demonstrated ability to build and maintain effective and influential relationships with medical specialists.</li> </ul>

<p><b>Required Knowledge &amp; Skills</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Knowledge of basic Business Development/PR principles</li> <li>• Experience in data analysis and use of data to drive strategy</li> <li>• Demonstrated financial acumen including business drivers as they pertain to business development, including relevant KPIs</li> <li>• Sound understanding of organisational change management principles and practices</li> <li>• Excellent problem solving and decision-making skills</li> <li>• Ability to craft innovative and attractive value propositions to potential partners and referrers.</li> <li>• Sound computer literacy, including ability to utilise databases</li> <li>• Highly developed verbal, written and negotiation skills and ability to work autonomously</li> <li>• Driver's license and car</li> </ul>
<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>• Compassion</li> <li>• Accountability</li> <li>• Respect</li> <li>• Excellence</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Perseverance, self-starter and ability to work autonomously</li> <li>• Commitment to customer service and quality outcomes</li> <li>• Demonstrated ability to work collaboratively and contribute positively to team functioning in a multi-disciplinary team</li> <li>• Highly developed verbal, written and negotiation skills</li> <li>• Ability and confidence to build and maintain rapport and effective relationships with key internal and external stakeholders</li> </ul>

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## Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
October 2016	April 2025	Group Director Strategic Business Development and Executive General Manager, Continuing Care and Support Services

## 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:

\_\_\_\_\_