

Associate, REC (Community Outreach)

Reports To: Manager, REC

Description

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 for this position. Reasonable accommodations may be made, upon request, to enable individuals with disabilities, who otherwise meet the qualifications, to perform the essential functions of the position.

Job Summary:

This position will be responsible for coordinating existing and new initiatives designed to promote the organization, RI REC, and its various programs and services to the provider community. Health Information Technology Initiatives include but are not limited to the RI Regional Extension Center (RI REC), currentcare, RI's Health Information Exchange service, Direct Adoption, and EHR Adoption. The RI REC was formed from federal grants to advance the use of Health Information Technology throughout the state of Rhode Island.

Role Focus:

- Enrolls provider offices in RI REC programs and drives ongoing participation in programs.
- Acts as an expert in REC programs and educates provider offices through face-to-face meetings, emails, calls, etc., visiting multi-specialty practices on a daily basis.
- Executes a strategic business plan with specific targets and goals for meeting required outcomes.
- Communicates effectively with executive teams and front office staff including Chief of Staff, CEO, Physicians, and Office Managers to ensure a smooth enrollment for both parties.
- Understands all relevant policies and procedures of REC programs and educates others (e.g., patients, medical personnel, other enrollment specialists in healthcare settings) about the policy and related procedures.
- Prepares for and conducts presentations at various events within our target audiences.
- Tracks and monitors enrollment status on a daily basis and generates reports as required.
- Resolves challenges regarding providers and other third party organizations as necessary.

- Builds and develops confidence and trust of the REC through awareness building and knowledge sharing.
- Recommends strategies for improvement to the team and Operations based on findings in the field.
- Conducts environmental scans and identifies new business leads.
- Develops and coordinates all outreach efforts with internal and external stakeholders.
- Staffs relevant committees, both internal and external.
- Coordinates with RIQI department to develop visibility and awareness, as well as inform the development of marketing plans and collateral for programs and services offered.
- Researches and identifies current events in the community and assists in the planning and staffing of events to market programs and services.
- Coordinates with other organizations directly and indirectly involved in these objectives to help avoid duplication of effort and to optimize the use of financial resources.

Minimum Qualifications

Education and Experience

- Bachelor's degree or comparable professional experience.
- Minimum of three years sales experience in healthcare technology services or related field.
- Experience creating and delivering training.

Desired Competencies

- Healthcare industry knowledge.
- Excellent interpersonal, verbal, and written communication skills.
- Relationship building and management and ability to work collaboratively.
- Entrepreneurial "can-do" attitude that is energetic and positive.
- Organizational skills including as time, project, and resource management.
- Ability to use metrics data to inform decisions.
- Strong analytical skills.
- Excellent at public speaking, presentations, and classroom instruction.
- Knowledge of Microsoft-based programs, particularly Microsoft Word, PowerPoint, Access, Project and Excel.
- Represents Rhode Island Quality Institute in a positive manner to all stakeholders.
- Experience effectively prioritizing and executing tasks in a high-pressure environment.

Licenses or Specialized Knowledge:

None

Supervisory Responsibilities:

None

Work Environment:

This position will work in normal business office conditions.

Physical Demands:

The tasks of this position are typical for working in an office environment. An associate is regularly required to perform tasks while sitting at a desk, using normal hand dexterity. Mobility is required, including standing, moving about, and sitting. Occasional travel out of the office for meetings, etc. may be required. Good vision is required, including both close and distant objects. Must be able to maintain a good attendance record.

Prepared By: Jennie Gordon
Date Revised: January 16, 2012

The statements contained herein reflect information necessary to describe the principle functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods, or to otherwise balance the workload.

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