

Marketing Specialist – Cerritos Office

Our established Medical Management Company is built on more than 100 years of collective experience in the managed care (healthcare) industry. We specialize in managing independent groups of physicians with both commercial and senior managed care (HMO) patients.

We are looking for a super star candidate as our full-time or part-time, on site **Marketing Specialist**, responsible for the planning, development and implementation of the IPAs marketing plans, strategies, communications and activities to promote the IPA and its physician in the surrounding community, as well as, engages and participates with the marketing team with the implementation of the marketing plans and strategies to grow the IPAs overall membership.

Job Specifications:

- Requires marketing and managed healthcare experience (particularly Medicare Advantage experience)
- Proficiency in Microsoft Word, Excel, PowerPoint, Outlook and Access
- Requires proficiency in digital media and excellent computer navigation skills.
- Resourcefulness and the ability to work independently identifying opportunities for organizational growth
- Self-motivated, attention to detail and the ability to be results oriented.
- Excellent interpersonal skills and professional demeanor with clear and concise written and verbal communication
- Knowledgeable of and the ability to maintain confidentiality in relation to HIPAA requirements

Principal Duties and Responsibilities (*=Essential Function)

- Create and execute marketing plan for the IPA with the goal of expanding the network of providers and IPA membership.*
- Create and maintain in-house production of collateral marketing materials, such as informational contract packets, brochures and patient/physician communication.
- Organize and participate in patient open enrollment events for the IPA*
- Recruit and lead the recruitment processes of new Primary Care Physicians (PCPs) to the IPA and select specialists as needed and approved with the Network Development Representatives.
- Recruit exclusive PCPs to the IPA by promoting the IPAs total compensation package and highlighting the IPAs service, website and customer service.
- Work with the IPA and individual PCPs to grow their overall membership organically and by specifically assisting PCPs in converting their FFS members to HMO/SVIPA.
- Promote positive relationships with all PCPs in the IPA.
- Handle customer service calls from members (potential and current), Providers (current and potential) to improve patient retention and provider satisfaction with the IPA.

- Initiate and assist communications and coordination with vendors and external organizations for marketing purposes.
- Research and maintain a working knowledge of current competitors in the IPAs respective community that includes compensation, bonuses and other offerings in order to assist in highlighting the value differences and advantages of the IPA, while maintaining the integrity of the IPA.
- Prepare presentations and reports for IPA Board meetings and as needed
- Oversee IPA Website updates and maintenance to ensure the content is current and relevant.
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- Assist in the coordination and production of the quarterly IPA provider newsletter and senior newsletter.
- Assist in creating and/or distributing communications and/or information exchanges to our providers and marketing partners (ie. Hospitals, health plans and physicians)*
- Responsible for the interview process and selection of insurance broker partners to aid in the membership growth of the IPA
- Oversee and monitor the progress of insurance broker partners. Produce monthly and year end reports of new enrollments to the IPA. Assign and facilitate broker meetings with our providers.
- Provider oversight, direction and training/support to the IPA Network Development Representatives.
- Track and log daily marketing updates related to but not limited to physician recruitment, FFS conversions and provider visits. Prepare daily marketing updates to the IPA President. *
- Conduct provider in-services, site audits and trainings as needed.
- Prepare contract/amendments for providers and maintain working knowledge of compensation, bonuses, incentives as well as basic knowledge of HCC, 5 Star, P4P, credentialing.

Our leadership operates within the highest level of integrity and respect, empowering staff with a strong support system. We are offering a solid opportunity with a growing company including full benefits, paid holidays and a competitive compensation within a progressive, friendly work environment.

If you consider yourself a qualified, stellar candidate driven to demonstrate your initiative and reliability, please submit your resume with "**Marketing Specialist**" as the subject line to Jobs@PDTrust.com.

Thank you for your interest in joining our team; we look forward to hearing from you!

~Equal Opportunity Employer~