

# Practice Liaison

InSight Telepsychiatry – Inpathy Virtual Group Practice

## Position Summary

InSight Telepsychiatry is seeking a Practice Liaison to work with the Inpathy Virtual Group Practice team in Marlton, NJ or remotely and connect regularly to a national team of colleagues. This fast-paced position is an excellent opportunity for an entrepreneurially minded individual who has interest in telemedicine, behavioral health or coordination of care. This position is largely responsible for growing the volume of patient referrals to Inpathy by representing and promoting the practice's clinical services and providers. The Practice Liaison reports to the Business Innovations Manager.

## Organizational Overview

Inpathy Virtual Group Practice (Inpathy) is a division of InSight Telepsychiatry. Inpathy is the nation's first full behavioral health clinic operated entirely online. Licensed behavioral health providers work from home and see consumers through secure videoconferencing while being fully supported by a remote clinical, administrative, business development and technological team. The Inpathy support team manages the logistics of running the practice so that Inpathy providers can focus on what they do best-- providing quality behavioral health care services. Inpathy was born out of the leading national telepsychiatry organization, InSight Telepsychiatry, and a large behavioral health service organization, the CFG Health Network. The team's experiences in telehealth and onsite behavioral health services influence Inpathy's approach to care. Inpathy has a mission to transform behavioral health care to make care more convenient and accessible for all.

[www.inpathy.com](http://www.inpathy.com)

[www.InSightTelepsychiatry.com](http://www.InSightTelepsychiatry.com)

## Job Responsibilities

- *Business Development*
  - o Promote and grow patient referrals to Inpathy from a variety of sources across the nation
  - o Develop strong business relationships with direct and indirect influencers of behavioral health referrals
  - o Locate and secure business from new referral sources
  - o Identify creative and non-traditional referral sources
  - o Develop and maintain a strategic plan to initiate and grow relationships with traditional and non-traditional referral sources
  - o Work collaboratively with external administrative and clinical staff to increase appropriate referrals to Inpathy
  - o Establish and maintain prioritized list of relevant targets
  - o Leverage existing referral relationships for new introductions
  - o Strategically promote Inpathy's clinical services and providers to increase awareness and trust
  - o Position Inpathy appropriately within existing referral decision process
  - o Contribute to marketing department efforts to develop and update initiatives to promote Inpathy to prospective referral sources
  - o Other duties as assigned

- **Customer Support**
  - o Train and coach clinical and administrative staff on how to refer patients to Inpathy
  - o Support existing referral sources with questions and requests
  - o Identify tactics to promote interaction with Inpathy providers and engagement with Inpathy including video introductions, post-session follow-up/feedback and other communication methods
  - o Other duties as assigned
- **Market knowledge**
  - o Understand existing patient referral process and effectively communicate Inpathy as alternative option
  - o Keep Inpathy leadership aware of changes in the marketplace
  - o Contribute to marketing and clinical strategy and direction of Inpathy
  - o Other duties as assigned

### **Job Requirements**

- Bachelor's degree in business or a healthcare related field
- Minimum of three (3) years of experience working in a healthcare environment
- Understanding of behavioral health system of care
- Effective at targeted cold-call telephone and email communication
- Effective at initiating and building relationships with prospects and customers across the nation
- Independent worker and thinker
- Comfortable working with a remote team

### **Ideal Candidate**

- Direct experience working in a health care marketing or sales environment
- Direct experience working with physicians/providers, medical practice office staff, or health care administration
- Strong business acumen skills – innate ability to identify/evaluate/prioritize targets
- Effective at navigating gatekeepers during telephone outreach
- Outgoing personality

### **Logistics**

- Position available July 1, 2017
- Position based in Marlton, NJ or remotely
- Reports to Business Innovations Manager

To apply, please send your resume and a customized cover letter to [sshafer@in-sight.net](mailto:sshafer@in-sight.net).

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

*While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. EOE M/V/F/D*