

<p><b><u>POSITION TITLE:</u></b> Business Development Representative</p>	<p><b>Position Reports to:</b> PGL Administrator and Director of Lake Lab Services</p>
<p><b><u>Position Overview:</u></b> The Outreach Business Development Rep creates and maintains professional client relationships that will support the expansion of laboratory services to our community and region.</p>	
<p><b><u>Education, Experience, and Training:</u></b> Bachelor's Degree or min. of 3 years in HealthCare Marketing <b><u>Minimum Required:</u></b> 3 Years as licensed Medical Technologist or 3 years in Healthcare Marketing</p>	
<p><b><u>Other Qualifications:</u></b> Good working knowledge of marketing and clinical lab. Must be able to adapt to changes in work schedule; must possess good analytical and problem solving skills, adjusting priorities as work requirements demand; must be able to work and make decisions based on good judgment; must possess excellent verbal communication skills and must be able to work well with all others.</p>	
<p><b>Duties and Responsibilities</b></p>	
<p>Meets routinely with physicians, NPs and nurses, practice, hospital, clinic and nursing home administrators, office managers, and other representatives of the industry promoting new business opportunities for outreach lab services.</p> <p>Maintains and fosters new relationships with key clients in primary and secondary markets. Functions as the primary liaison between OLOL and clients on all matters related to outreach lab services.</p> <p>Collaborates with clients in diverse work environments, offering assistance and providing directions in a concise, sensitive, informative and professional manner.</p> <p>Prepares daily, weekly, and monthly sales reports and attends monthly/quarterly sales meetings as required.</p> <p>Provides ongoing service &amp; problem solving to customer base in defined geographic territory. Utilizes working knowledgeable of laboratory regulatory, compliance and reimbursement to promote business and assist clients in troubleshooting.</p> <p>Writes accurate and effective communications and promotions that integrate multiple media sources and assess output in an effort to promote the outreach lab services as the regional leader in the provision of high quality healthcare services.</p> <p>Coordinates activities with OLOL and PGL Management Teams.</p> <p>Flexible Schedule to include after hours and weekends , when needed.</p> <p>Other duties as assigned.</p>	