

Aesthetic Solutions

Job Description – Care Consultant

Summary: The Care Consultant is the primary recipient of inbound patient communication from patients requesting information from, or wanting to schedule appointments with the practice. The Care Consultant maintains communication with patients through scheduling of their first appointment and completion of their care plan. Secondly, as a member of the marketing team, the Care Consultant assists the Education Coordinator with administrative tasks, filling in or supplementing as needed.

Classification: Hourly, Full-time
Days Worked: Monday - Friday
Working Hours: 8:15 am – 5:00 pm typical
Reports to: Education Coordinator

Core Responsibilities:

Respond to Inbound Inquiries, Schedule and Confirm Appointments

- Answer telephone calls, and respond to email, form submissions and webchat inquiries from patients. In doing so, credential the practice and providers, answer questions within scope of knowledge, share personal experience with procedures, and provide information which assists patients in their decision to schedule appointments when appropriate for the patient and practice.
- Follow-up and maintain contact with prospective patients through their decision process in accordance with practice policies.
- Work collaboratively with the Education Coordinator to develop verbal and written responses to common questions.
- Telephone, text or email patients who have not responded to automatic appointment confirmations.
- Reach out to prospective patients who cancelled appointments to reschedule, answer questions or address concerns, as appropriate. Maintain contact with these prospective patients in accordance with practice policy.
- Add new patients to practice management and CRM software. Verify and update demographic info for existing patients.
- Schedule appointments, emailing New Patient Package, Pre/Post Instructions, FAQ and other information as appropriate. Perform all scheduling activities in accordance with the applicable policies and guidance documents.

Guide Patients Through Care Plan

- After a patient's initial consultation maintain telephone, email and text contact with patients to answer questions and serve as an educational resource. Continue to credential the practice and answer questions within scope of knowledge.
- Assist patient in scheduling recommended services and navigating their care plan. Proactively reach out to patients who have not scheduled to schedule, answer questions or address concerns, as appropriate

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Secondary Responsibilities:

Administrative Team Backup (as needed)

- Perform reception and registration activities in accordance the applicable policies and guidance documents.
- Perform check-out and daily close activities in accordance the applicable policies and guidance documents.
- Assist patients with selection of skin care products within scope of knowledge.
- Coordinate with other staff to keep any product displays and practice marketing materials seasonally appropriate, and coordinated with any marketing and sales events, promotions, etc

Practice Growth Activities

- Assist in the generation of creative and innovative methods in which to promote our services.
- Assist preparation for and attend various patient seminars.
- Be familiar enough with various manufacturer reward and rebate programs to assist patients in getting further assistance from other staff members.
- Provide suggestions to the Education Coordinator for areas of improvement and growth in outreach activities

Miscellaneous Ancillary Activities

- Maintain a high level of understanding of each treatment. Notify the Education Coordinator if there is a need for additional training/resources.
- Maintain a HIPAA-compliant work area, and adhere to HIPAA requirements in all work activities.
- Keep work station organized, consistent and neat so other staff members can fill in if needed.
- Notify/assist supervisor with policy/guidance documents revisions as necessary to reflect current practices.
- A successful, growing organization is a work in progress. The practice anticipates, and reserves the right to add role-relevant tasks to this job description at any time. As a relatively small organization, all staff are expected to assist with general activities essential to success, including cleaning and organization of the facility, development of forms, running errands, or filling in for other staff members

Required Proficiencies

- Excellent telephone skills
- Excellent writing skills
- Excellent customer service skills
- Medical records organization and filing
- Proficient in the use of Nextech, SmileReminder, Crisp Chat, Hubspot, Microsoft Office, and various office equipment including fax, copier, printer, telephone, credit care terminals and postage meter.
- Ability to leverage an inquiry into an appointment
- Proficient and confident with social media channels (Facebook, Instagram, YouTube, etc)

Education and Experience

- Appropriate education and experience as determined by the Practice Manager
- Past experience in marketing or sales preferred