

# Aesthetic Solutions

## Job Description – Care Coordinator | Aesthetician Patient Liason

**Summary:** The Care Coordinator | Aesthetician Patient Liason is the primary recipient of inbound patient communication for aesthetician procedures, and the primary information resource for patients requesting information or wanting to schedule aesthetician appointments with the practice. The Care Coordinator | Aesthetician Patient Liason maintains a working knowledge of all products and services and is cross trained to assist with other administrative responsibilities detailed in the Administrative Guidance Policy.

**Classification:** Hourly, Full-time

**Work Hours:** Monday – Friday, 8:15 am – 5:00 pm (occasional future evening, weekend hrs may be required)

**Reports to:** Marketing Director

### Primary Responsibilities:

#### Reception, Check-out and Medical Records (during the development phase)

- Set the stage for an exceptional patient experience by ensuring the reception desk and waiting area is clean and well organized
- Warmly greet arriving patients, retrieve charts and secure updated demographic information as appropriate
- Alert provider patient is ready when pre-visit paperwork is complete
- Check out departing patients, assist with skin care purchases and schedule follow-up visits.
- Review next day appointments, prepare charts, print superbills and related forms
- Issue new medical record numbers. Create new charts.
- Organize loose documents in completed charts, file completed charts.

#### Respond to Inbound Inquiries, Schedule and Confirm Appointments

- Answer telephone calls and respond to webchat inquiries and emails from patients. In doing so, credential the practice and providers, answer questions within scope of knowledge, share personal experience with procedures, and provide information that helps patients schedule appointments when appropriate for the patient and practice. Handle other inquiries and issues in accordance with practice policies.
- Add new patients to Nextech and CRM software, verify and update demographic info for existing patients.
- Schedule appointments in Nextech, email New Patient packages, Pre/Post Instructions, FAQs, etc.
- Cancel and reschedule appointments, collect deposits, communicate practice policies for late cancellations and no shows when applicable.
- Review appt confirmations, contact patients who have not confirmed.
- Work collaboratively with the Marketing Director to develop verbal and written responses to common questions which inform patients and assist their decisions.
- Perform all scheduling activities in accordance with the applicable policies and guidance documents. Assist management if revising documents becomes necessary to reflect current practices.

#### Marketing and Patient Follow-Up

- Work closely with Marketing Director to ensure consistency in brand messaging and positioning
- Proactively follow-up open inquiries by phone, text and email on continuing basis
- Follow-up new patient consults by telephone/text/email
- Follow-up select procedures by telephone/text/email
- Marketing follow-up (expiring loyalty program points, retention, promotions, etc.)
- Handle social media activities for aestheticians (content ideas, prepare copy/photos, etc.)
- Assist with patient seminars and educational events, managing RSVPs and attendee follow-up

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- Create content for aesthetician blogs, website pages and other aesthetician patient facing materials
- Prepare/mail thank you cards

### **Secondary Responsibilities:**

#### Miscellaneous

- Review future schedule and fill openings from move-up list
- Cross-train for competency in administrative tasks outlined in Administrative Guidance Policy.
- Maintain a HIPAA-compliant work area, and adhere to HIPAA requirements in all activities
- Maintain clean, organized, clutter-free work space

#### Other Ancillary Activities as Assigned

The practice reserves the right to add role-relevant ancillary activities to this job description at any time.

### **Required Proficiencies**

- Warm, friendly, outgoing and energetic personality
- Professional appearance
- Excellent telephone skills
- Excellent writing skills
- Excellent customer service skills
- Proficient with computers and Microsoft Office (Nextech, CRM software advantageous)
- Proficient with office equipment including fax, scanner, copier, printer, telephone, credit card terminals.

### **Education and Experience**

Bachelor Degree

Marketing/sales experience

Work experience in direct customer facing environments