

Position Title	Business Development Manager
Site/Location	Mornington/ Acute Hospital
Unit/Department	Business Development
Classification	N/A
Reports to	Chief Executive Officer
Supervisory responsibilities	– Nil
Key relationships	This role is part of the Executive Team. – Leadership Team – Visiting Medical Officer's (VMO's) and their practice staff – General Practitioners and their practice staff – Fundraising and Community Engagement team – Communications Advisor – Stakeholders – Members – Board – Community
Overall Job Purpose	• Improve The Bays Hospital's market position and achieve increased patient admissions, improved theatre utilisation, financial growth and patient referrals targets with effective and efficient use of resources. • Enhance key medical and partnership relationships, maintain a high level customer focus, increase hospital admissions and revenue. • Develops long-term organisational strategic goals, builds and retains key stakeholder relationships, identifies business opportunities, and maintains extensive knowledge of current market conditions. • Works collaboratively with internal and external stakeholders to increase community awareness of The Bays and promote opportunities which maximise service development opportunities within the strategic objectives of The Bays Hospital. • Develop and manage service alignment to drive inpatient referrals. • Develop and implement a marketing plan for the Bays Hospital which is in line with the organisations' Strategic Plan.
Major Responsibilities Business Development	• Deliver a Business Development strategy that is aligned to The Bays Hospital Strategy to achieve agreed targets. • Recruit Visiting Medical Officer's (VMO's) to the hospital to increase patient admissions. • Grow existing VMO admissions through: ○ increasing referrals; ○ improving their theatre utilisation; ○ ensuring access to consulting space, theatre and the wards. • Review and interpret Hardes data and other relevant market data to identify: ○ areas of unmet demand; ○ market share opportunities resulting in specialty growth; ○ opportunities to grow referrals from catchments. • Ensure admission, theatre utilisation, revenue, and profitability targets are achieved. • Identify opportunities and services currently not offered to increase medical admissions. • Design and implement a GP education event calendar that supports the strategic direction of the Bays Hospital and increases referrals. • Maintain current knowledge of local market and broader industry trends including predictive demographic, community health needs, specialty demand and competitor data and apply this knowledge in development of proposals

	and strategies that grow The Bays business Present to and consult with mid and senior level management on business trends with a view to developing new services.										
STRATEGIC PLANNING	Develop an annual business development plan which is line with the organisations' strategic and operational plans. - Create, implement and monitor the business development plan for the Bays Hospital in line with strategic and operational needs - Ensure that the development of specific medical business development strategies and medical practitioner related promotional campaigns underpin and support the Hospital's strategic plans - Identify key medical products/services and develop appropriate business development strategies - Provide regular reporting and measurement of Business measures, patient volume targets, revenue KPIs, specialists and specialities to ensure strategic and operational objectives are achieved. - Aim for continued improvement in Doctor Satisfaction Survey. - Develop a service and specialty mix to meet identified community needs.										
COMMUNICATIONS AND RELATIONSHIP BUILDING	- Work closely with Communications Advisor to ensure business development initiatives are aligned with the communications plan. - Work collaboratively with the Fundraising and Donor Manager to identify opportunities for donor to support services and/or equipment at the Hospital. - Act as a resource for the organisation as a point of contact for key stakeholders, including specialists, practice staff, and hospital staff. - Provide leadership and guidance in growing and establishing effective working relationships according to The Bays Values and Behaviours.										
FINANCIAL MANAGEMENT	Ensure the effective and efficient management of finances for Business Development - Business Development budget will be developed and met - Sponsorships gained for events, including but not limited to GP events, are in line with supply relationships. - Hospital sponsorships relate to marketing demographics and hospital products. - In conjunction with the Finance team, develop the annual budget for Business Development. - Ensure the budget is developed and agreed for promotional campaigns and advertising activities. - Review and make appropriate recommendations in relation to sponsorship requests and opportunities.										
MARKET SHARE	Ensure the effective business development and recruitment strategies to attract and retain VMOs - Develop strategies and programs to recruit designated specialists - Actively market and recruit medical staff - Product revenue and throughput targets are met										
Values & Code of Conduct	All staff are required to adhere to the Code of Conduct and proactively demonstrate behaviour that engenders and promotes the Values of The Bays Healthcare Group Inc. At The Bays Healthcare, we seek to pursue the following values: <table> <tr> <td>Integrity</td><td>Being honest in our dealings with others.</td></tr> <tr> <td>Compassion</td><td>Recognising the physical, social and emotional needs of our patients, residents and families as well as our staff.</td></tr> <tr> <td>Accountability</td><td>Being responsible for and mindful of the consequences of our actions.</td></tr> <tr> <td>Respect</td><td>Acknowledging the rights and opinions of others as we work together as a team.</td></tr> <tr> <td>Excellence</td><td>Continually improving quality and efficiency.</td></tr> </table>	Integrity	Being honest in our dealings with others.	Compassion	Recognising the physical, social and emotional needs of our patients, residents and families as well as our staff.	Accountability	Being responsible for and mindful of the consequences of our actions.	Respect	Acknowledging the rights and opinions of others as we work together as a team.	Excellence	Continually improving quality and efficiency.
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	If we all embrace an "I CARE" philosophy, we will be successful as individuals, as an organisation and as a community.
WH&S	• Present fit for work and able to undertake duties in line with the physical inherent requirements of the role • Work in a safe manner and ensure that any people who report to you, and/or you work with, work safely • Adhere with the current Work Health & Safety policies and procedures of the organisation in line with the Occupational Health & Safety Act 2004 • Identify, assess, prioritise and control risks to health & safety of employees, patients, residents, contractors and visitors • Report any hazardous conditions, near misses and injuries immediately to your supervisor in line with incident reporting procedures
Quality and Risk Management	Understands and complies with all quality and risk related policies, procedures and systems in line with organisation expectations and role responsibilities. These policy and procedures include: • Organisational • Clinical • Infection Control • WH&S • Emergency Response • Specialty Clinical areas i.e. Maternity, Theatre, Dialysis, HDU • Environmental Services • Administration • Catering • Participate in the organisation's accreditation processes • Be compliant with and have an advanced understanding of relevant standards i.e. the National Standards for hospital • Participate in the organisation's Quality Management and Control program • Be aware of and comply with all Commonwealth and State statutory and regulatory requirements in relation to privacy • Uphold and adhere to the Organisations commitment to Child Safety standards and reporting obligations • Adheres to and is aware of the information in relation to the Child Protection (Prohibited Employment) Act 1998 and understand responsibilities and obligations under this Act. Has declared that they are not a person prohibited by The Act from seeking, undertaking, or remaining in child related employment
Professional Development and Performance Appraisal	• Demonstrate responsibility for own professional development by continually updating professional knowledge and skills. • Collaborate and build the team by exchange of knowledge and skills • Participate in own and lead team performance appraisals in line with organisation expectations • Complete mandatory and compliance education as required annually and bi-annually as set out in the Mandatory Education policy
KPIs/ Measures	• KPIs and measures, are developed, agreed and measured in line with the strategic and operational requirements of the role as well as any projects allocated to the role. These measures are reviewed periodically.
Immunisations	To receive mandatory vaccinations or meet the criteria for exemption.
Security Check	Relevant security checks, including: background checks, Registration checks, Working with Children Checks, National Police Check, Working Rights (Visa Check) and other checks that are deemed necessary for specific role as requested by The Bays Healthcare Group Inc.
Qualifications / Experience - Mandatory	• Experience in the private sector or comparable skills • Proven track record in business development in a comparable organisation • Demonstrated ability to develop and implement innovative, attractive and sustainable value propositions to potential partners and referrers • Demonstrated achievement of growth targets in competitive environments • Current Drivers Licence
Qualifications / Experience- Desirable	• Tertiary qualification in Health, Marketing, Business or relevant specialty • Working knowledge of relevant Acts and Regulations impacting the industry, sector and community • Experience in analysis and utilisation of Hardes data in business development activities



Personal Competencies Required	• High level of personal presentation • Excellent negotiation skills, both verbal and written • Excellent communications skills with an ability to work collaboratively with others.
Job Competencies Required	• Sound knowledge of Service and Business Development principles and practice and successful development and implementation of promotional activities and programs

Note: *Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.*

Approved: _____ / /
Signed, Manager Title Reviewed Date

I have read and understood the contents of this position description and the expectations of my role.

Approved: _____ / /
Signed, Employee Date

Print Name, Employee