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PR & Marketing Coordinator for General Practitioners   
Job Description

Revised August 2020

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*The following job description and job duties are intended as general information and guidelines only. They may or may not conform with all federal, state, and local laws, rules, and regulations or the frequent updates to such. They also may not conform or apply to the latest updates in dental procedures, equipment, use of equipment.*

*This job description is not a substitute for*

* *proper legal or other professional or regulatory advice*
* *knowledge of best equipment, equipment procedures, and handbooks*
* *technically proper practices of dentistry and patient care*
* *any other professional, equipment, or regulatory advice for specific procedures and/or situations, including compliance with all HIPPA, EPA, and OSHA laws and regulations*

*Before implementing anything in this job description, it is the sole responsibility of each practice, its owner(s), and its employees to consult with attorneys, applicable governing and regulatory boards, government agencies, and equipment manufacturers in order to obtain and ensure that they have a full understanding of all the laws, rules, and regulations governing their practice, as well as knowledge of the best equipment, equipment procedures, and dental procedures.*

*It is the responsibility of the practice owner to cross-check and verify the legality, permissibility, technical correctness, and applicability of all the following information, prior to implementation. All ePractice Manager job descriptions cover the essential basics of each job but cannot cover and fit the specific activities of every office, as each is unique. Therefore, you should use this job description as a template to edit, as needed* ***prior to implementation*** *to best fit your office.*

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# GENERAL DESCRIPTION

Except in very large practices, the office manager typically completes the duties of the PR & marketing coordinator (PRMC). However, the following job description is applicable to whomever is covering the functions of this position.

## Purpose

The purpose of the PRMC is to produce a steady flow of new, recall, and reactivated patients through successful PR, marketing, and promotional efforts.

## Primary Objectives

The PRMC’s primary objectives are to

* create a volume of new patients coming into the practice for initial services
* develop an effective recall program that keeps existing patients coming in for regular care, which increases the number of active patients
* maintain a database that includes every patient that has received service
* reactivate inactive patients through effective marketing programs

## Required Skills

The PRMC position requires the following skills:

* Strong verbal and written communication skills
* Superior interpersonal and customer service skills
* Ability to effectively work with patients and staff and build relationships
* Some knowledge or experience with marketing
* Ability to study and learn quickly
* Ability to multitask
* Intermediate proficiency with Microsoft Office Suite
* Knowledge of current marketing software and social media channels
* Ability to prioritize and work in an organized fashion
* Patience and composure
* Strong problem-solving skills and sense of resourcefulness

## Facilities and Equipment Required

It is recommended that the PRMC have access to

* a private office
* a computer with contact management software, email, telephone, etc.,
* design software needed to create print and digital media
* access to the most up-to-date PR and marketing trends

## Supervisory Responsibilities

The PRMC holds no supervisory responsibilities.

## Physical Demands

The PRMC must be able to

* remain in a stationary position 50% of the time
* occasionally move around to access file cabinets, office machinery, etc.
* constantly operate a computer and other office products, such as a copy machine, printer, and telephone system
* operate a motor vehicle to travel to various referring offices
* frequently and accurately communicate with referring offices who have inquiries about their patients’ appointments, treatment plans, and billing

## Hours

This is a full-time, salaried position with a minimum of 40 hours per week in the office.

## Metrics

The PRMC monitors success by watching key performance indicators[[1]](#footnote-1) (KPIs):

* Number of new patients
* Number of active patients

***Note****: There are a variety of ways to define an “active patient,” but one of the simplest ways is “an individual who has been seen in the practice in the last 12 months.”*

An upward trend of these metrics on a graph would indicate that the PRMC is successfully meeting the objectives of the position and the needs of the practice. If these trends plateau or begin to decline, the PRMC would take action to determine the reason(s) for the decline and correct it/them.

## Primary Duties

The main responsibility of the PRMC is constant outreach to existing and potential referral sources and maintaining very good relations with them once established. However, the PRMC also completes the following key responsibilities:

* Knows and understands the four factors for growth
* Observes declines or increases in KPIs and determines best action
* Regularly conducts a marketing analysis
* Establishes long-range marketing plans to lay out an entire series of potential marketing actions well in advance
* Creates and maintains a marketing calendar for the practice that includes every outreach activity the practice decides on, with the appropriate frequency detailed for adequate planning and monitoring
* Maintains an effective, current website that allows patients to easily make appointments and complete paperwork
* Keeps in touch with the practice’s website management vendor to ensure that SEO is being completed and updated, and that analytics are being properly tracked and utilized to keep SEO at peak performance
* Trains all staff on referrals and has an active patient referral program with effective referral cards for handout
* Always sends thank-you notes to referring patients
* Implements and maintains an effective recall program, including effective patient education on the importance of continuing care and active participation in making their appointments
* Implements and maintains an effective reactivation program, including chart audits and regular mailings to the database
* Creates direct mail and ads as allowed by the budget
* Implement “business-to-business” marketing campaigns
* Maintain an up-to-date database
* Ensures staff is effectively trained in communication skills and manners to ensure excellent patient experiences
* Ensures receptionist is properly trained on how to convert incoming patient inquiries into appointments
* Regularly conducts and tabulates new and existing patient-feedback surveys
* Regularly collects testimonials from happy, satisfied patients
* Posts testimonials around the office and keeps copies in the “brag book”
* Sends a copy of patient testimonials to the person who referred a patient
* Meets with as many patients as possible who are completing treatment
* Conducts marketing meetings with the doctor to ensure marketing efforts are well-defined, agreed upon, budgeted, planned, executed, and evaluated to support the practice’s desired level of new patient inflow
* Creates and provides informational and promotional material to patients and other referrals sources
* Oversees and utilizes social and business networking media, such as Facebook, Twitter, Linked In, etc.

## Patient Confidentiality[[2]](#footnote-2)

Maintaining patient confidentiality is a serious matter affecting patient trust, and it is regulated under federal law. For this reason, great care must be taken to ensure that patient information is not made available to any unauthorized persons.

The PRMC understands and enforces all related patient confidentiality rules and best practices.

# SIGNATURE

This job description has been authorized by the managing partner. The employee’s signature below constitutes their understanding of the requirements, essential functions, and duties of the positions. Job performance reviews will be conducted annually.

Employee Printed Name Date

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| --- | --- | --- |
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Employee Signature

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1. Key Performance Indicator (KPI) – a measurable value used to monitor some crucial factor of business operations, for example, the dollar value of services delivered. [↑](#footnote-ref-1)
2. Please refer to the ePM **General Staff Job Description** for information on patient confidentiality and its importance. [↑](#footnote-ref-2)