



Job Title	Physician Liaison	Job Code	COM20
Pay Plan	A&P	Pay Grade	17
Union	Non-Union	FLSA Status	Exempt
Job Family	College of Medicine	Union Code	0
		Subfamily	College of Medicine

Job Family & Subfamily Summary

College of Medicine Professionals include positions that are specialized and unique to the UCF College of Medicine.

Job Summary

Responsible for growing the utilization of UCF Health outpatient specialty services through promotion efforts to the Central Florida physician community and other community resources. Works closely with the Assistant Director of Marketing and Operations Director to identify areas of opportunity to grow the practice and raise its prominence.

Representative Duties

1. Community Relationships

- Develops strong business relationships with local community organizations and businesses to increase their advocacy of UCF Health physicians and programs
- Establishes and maintains ongoing communications with referring providers and/or their office staff, including in-person visits, emails, and phone calls
- Develops and implements specific outreach to help build relationships in collaboration with Marketing & Public Relations

2. Physician Networking

- Works collaboratively with other office functions that interact with physician offices, including schedulers, referral coordinators, and office administrators to ensure referrals are handled efficiently
- Assists with the on-boarding of new providers and making introductions to key community providers
- Develops meaningful relationships with key contacts in the community that help to facilitate increasing knowledge about UCF Health

3. Marketing

- Provides insight to Senior Management related to emerging business opportunities
- Works with Marketing and Operations teams to ensure that outreach priorities are identified for both physicians and patient populations
- Interprets current physician referral patterns, trends, and identifies opportunities for improvement

Education, Experience, Skill Requirements

	Required	Preferred
Education Level	Bachelor's	Master's
Certification(s)		
Licensure(s)		
Work Experience		
2+ years of relevant work experience		
Additional Requirements		
<ul style="list-style-type: none">• Requires a valid driver's license to travel on a regular basis• Requires flexibility to work nights and weekends on an as-needed basis• Must have reliable and dependable transportation• Mobility to work in various settings, hand/finger dexterity to use computer and stamina to maintain attention to detail despite interruptions• Ability to lift to 25 pounds; vision to read printed materials and computer screen; capacity to communicate clearly and effectively in person, vial telephone and in written format• Required Trainings to include but not limited to HIPAA, Code of Ethics, Industry Relations, FERPA, others as required		

Physical/Environmental Demands

Outside of a standard office environment with specific physical demands. Must be able to drive and navigate around the Greater Orlando area.

This general outline illustrates the type of work that characterizes the job. The statements in this job description are not intended to be an exhaustive list of all duties, responsibilities and qualifications required of the job.