



# Example of Physician Liaison Job Description

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Our company is looking for a physician liaison. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for physician liaison

- Make daily visits to physician practices to provide focused training to physicians
- Develop and market ideas to continually engage physicians and peak their awareness of changes in clinical systems
- Keep current with system modifications and features and assist with application QA
- Stay proficient in clinical applications and prepare educational materials for new system modifications
- Understand office workflow and how the system functions in support of those workflows
- Prepare and maintain training materials and guides
- Maintain a training environment conducive to learning
- Provide front-line customer support during and after implementations
- Develop and maintain an atmosphere of personalized service through individual contact with key healthcare administrators, physicians, community/business leaders and influential residents in the target market
- Generate leads through aggressive daily cold calling and independent research to increase referrals

## Qualifications for physician liaison

- Medical office, hospital or outpatient surgery center or related field preferred
- Bachelor's degree in Marketing, Business or Nursing or the equivalent experience and 1 to 3 years of successful medical sales or related experience

- A minimum of 5-7 years of experience in marketing, sales, customer service in the health care industry
- Have superb oral and written communication skills
- Be well organized and results oriented