



Position Title: Medical Marketer
Reports To: President, Equality Medical Group
Division: Equality Medical Group
Department: Administration
Classification: Exempt
Revision Date: May 15, 2019

Position Summary:

Equality Health is an Arizona-based population healthcare company focused on improving care delivery for underserved populations through culturally-sensitive programs that improve access, quality, and patient trust. Our mission is to ensure diverse populations receive quality healthcare that improves and enriches their lives. We have developed our product portfolio around centralized technology, services and network designs intended to organize a better healthcare delivery system for cultures that have struggled with integrating into the traditional one-size-fits-all U.S. healthcare system.

Equality Care Centers are key partners in the Equality Health Network, furthering our mission to focus on underserved areas and adding essential access points to our continuum of care. Our centers serve high-risk members—those with co-occurring medical and pain conditions, providing personalized, coordinated, comprehensive care in one location.

The Medical Marketer will be solely responsible for building and maintaining professional relationships with key referral sources and clients within pain management and behavioral health specialties. Through the development of building new relationships while maintaining existing ones, the Medical Marketer will be responsible for generating new business through primary care referrals and other medical marketing activities.

Equality Health designates this position as safety-sensitive and a position that includes tasks and duties that Equality believes could affect the safety or health of the employee performing the job or others.

Responsibilities:

- Coordinate and execute in-person visits to targeted list of primary care providers and practices to educate and generate patient referrals to ECC clinics
- Build and develop strategic professional partnerships and cross-marketing relationships where appropriate
- Maintain and effectively grow in-depth referral source relationships; pursue and maintain new referral sources
- Create and coordinate educational and networking events
- Create, execute and follow through with the development of new business, marketing initiatives and community outreach
- Coordinate marketing, advertising and public relations activities
- Support marketing and social media efforts
- Build strong relations with referring providers and the community; generate new referrals and maintain positive long-term relationships for all future referrals



- Work closely with onsite clinic manager and staff
- Establish and maintain positive and effective work relationships with a diverse network of providers, administrative leadership and staff
- Must be able to travel (60%) by personal vehicle within the metro Phoenix area

Required Knowledge, Education & Experience:

- Associates degree in a related field of study; or, an equivalent combination of education and/or experience
- Minimum three (3) years' experience in healthcare community relations, marketing, or sales; experience should include strong provider relations
- Demonstrated knowledge of healthcare terminology and processes; able to understand/explain medical treatments and therapies.
- Superior interpersonal skills and comfortable working alongside new people in various environments
- Successful record of managing multiple projects with demonstrated ability to work independently in rapidly-changing environments
- Proficient using Microsoft Office applications and web-based technologies
- Must have current AZ driver's license and be able to pass a DMV background check

Highly Preferred Skills, Abilities & Qualifications:

- Possess a strong background and knowledge particularly in pain management and behavioral health
- Excellent verbal, written and interpersonal communication skills
- Demonstrated ability to handle highly sensitive and confidential information in compliance with Health Insurance Portability and Accountability Act (HIPAA), and company confidentiality policies and procedures
- Excellent verbal and written skills; highly collaborative team approach to work
- Able to convey complex or technical information in a manner that others can understand and understand and interpret complex information from others