

UPPER PENINSULA HEALTH PLAN

JOB DESCRIPTION

POSITION Business Liaison

DEPARTMENT Business Development

POSITION SUMMARY:

This position is responsible for providing development and execution of a business plan for the organization; will work in collaboration with the CEO to lead the planning and execution of effective business development of the company's varied programs and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Follows established Upper Peninsula Health Plan (UPHP) policies and procedures, objectives, safety standards, and sensitivity to confidential information.
2. Works with management team to develop corporate liaison needs, design strategies, and implement programs.
3. Establishes and implements short and long-range objectives with partners for the organization; evaluates program effectiveness and makes changes required for improvement.
4. Researches and develops strategies and plans which identify business opportunities.
5. Identifies and develops relationships with potential partners to promote identified business opportunities.
6. Participates in the development and management of the annual budgets for UPHG.
7. Represents the organization at various community and business meetings; promotes existing and new programs and services for UPHG.
8. Plans and oversees the development of the Physician Group Incentive Program (PGIP) and communications materials in support of PGIP.
9. Establishes and maintains working relationships with company shareholders to promote new products and services.
10. Maintains confidentiality of client data.
11. Performs other related duties as assigned or requested.

POSITION QUALIFICATIONS:

Education:

- Minimum: Bachelor's degree or combination of education and experience in related field
- Preferred: Bachelor's degree in business administration, marketing, public relations, communications or related field and/or insurance license

Experience:

- Minimum: One to three years' experience in business administration or related fields
- Preferred: Experience in account management, insurance, health care, customer relations and/or employee benefits

Other Skills:

- Computer and/or keyboarding skills required
- Excellent human relation and oral/written communication skills
- Excellent project management and organizational abilities
- Strong interpersonal relationship skills with ability to work effectively with a diverse group of organizations and individuals

The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job-related selection or promotional criteria.

Physical Requirements: *[This job requires the ability to perform the essential functions contained in the description. These include, but are not limited to, the following requirements. Reasonable accommodations may be made for otherwise qualified applicants unable to fulfill one or more of these requirements]:*

- Ability to access departmental files
- Ability to enter and access information from a computer
- Ability to access all areas of the UPHP offices
- Moderate physical effort (lift/carry up to 25 pounds)
- Occasionally lifts supplies/equipment
- Occasional reaching, stooping, bending, kneeling, crouching
- Prolonged periods of sitting
- Occasional prolonged standing
- Manual dexterity and mobility

Working Conditions:

- Works in office conditions, but occasional travel may be required
- Exposure to situations requiring exceptional interpersonal skills or periods of intense concentration
- Subject to many interruptions
- Occasionally subjected to irregular hours