
Carolina Eye Associates, P.A.

Notice of Position Opening

Refractive and Cosmetic Specialist

Center: Pinehurst
Status: Full-Time
Reports to: Chief Operating Officer

Job Summary:

The Professional Services Counselor is responsible for responding to inquiries and counselling patients on clinic elective services. (Such as Lasik, and elective surgical or elective nonsurgical cosmetic procedures). Assists with marketing projects designed to increase patient satisfaction and generate new patient business.

Job Responsibilities:

1. Answer phone calls and provide caller/prospective patient with information.
2. Collects caller information and mails requested information.
3. Screens caller to determine if he/she is a qualified prospect for procedure or service.
4. Advises patients on the financial aspects and benefits of procedures.
5. Schedules patients for evaluation/exam.
6. Greets patient on the day of service and introduces them to doctor and staff.
7. Assist with the scheduling and conduction of seminars along with physicians.
8. Consistently follows up on leads that do not have surgery or other procedure.
9. Prepare a monthly status report of contacts and procedures done.
10. Participate in outside promotional events as requested.
11. Assists in the development of marketing plans and creation of materials (ads, brochures, etc.).
12. Assists in the placement of advertising for events.
13. Develop relationships with target groups in order to increase referrals and create public awareness of services offered by the physicians.
14. Performs other duties as requested and assists coworkers as needed.

Education and Experience:

Must have High School Diploma or GED. Prefer candidate with Associate Degree in a related field (Marketing, Business, or Sales) and previous Marketing or Sales experience. Prefer 3-5 years of ophthalmology experience.

Performance Requirements(Knowledge, Skills, & Abilities):

- Must have excellent telemarketing, sales and organizational skills.
- Must be able to communicate and maintain an effective working relationship with all Doctors and staff of Carolina Eye Associates.
- Skill in answering telephone in a professional and helpful manner.
- Must have a “whatever it takes to get the job done” attitude
- Must have ability to take responsibility and use good judgement in decision-making.
- Must have excellent presentation skills (speak clearly, concisely and professionally)
- Cheerful, energetic and outgoing personality.
- Ability to relate to people in a friendly, outgoing, positive manner.
- Ability to travel and work evening or weekend hours when required.
- Must be customer service oriented.
- Must have excellent grammar and English skills.
- Professional attire required.
- Must be able to abide by the Carolina Eye Associates, PA compliance plan.
- Skill in operating computer (software) and other office equipment.

Typical Physical Requirements:

Work may require sitting for long periods of time; also stooping, bending & stretching for files and supplies. Occasionally lifting files or paper weighing up to 30 pounds. Requires manual dexterity sufficient to operate a keyboard, type, operate a calculator, telephone, copier & other office equipment as necessary. Hearing must be in the normal range for telephone contacts. It is necessary to view & type on computer screens & to work in an environment which can be very fast paced.

Carolina Eye Associates reserves the right to change or modify job duties & essential functions at any time. Note further that the above list of job duties and essential elements is an attempt to adequately describe this position but cannot be considered to be an exhaustive list.