

This resource is a result of the collaborative efforts of NHPCO's Next Generation Leadership Council.

The Community Liaison provides support to clinical and non-clinical staff, working to identify and develop strategic referral sources and cultivate relationships with existing referral sources through various business development strategies. The liaison also communicates with members of the hospice team and community members to help facilitate conversations on behalf of patients and their families to support their needs. The purpose of this document is to provide information on common skills that may be considered for the Community Liaison role.\*

## Required Skills

The following skills are considered mandatory for the Community Liaison:

### ■ Patient Advocate

- Able to create a positive atmosphere for patients and families engaging with the organization as well as those coming into the office for meetings or other needs.
- Support the clinical team to ensure the patient and family receive the care they desire and require.

### ■ Empathetic

- Able to emotionally understand what other people are feeling and relate to that feeling or imagine yourself in their position.

### ■ Interpersonal Skills

- Not everyone handles stress in the same manner. Knowing how to communicate with others, having strong EQ, patience, ability to observe, and show compassion are all part of interpersonal skills.
- Ease of communication and interaction with others; friendly and easy to talk to; warm presence.
- Ability to de-escalate.
- Ability to collaborate effectively with interdisciplinary team.

### ■ Ethical / Demonstrates Integrity

- Ability to do the right thing even when no one is watching.
- Can be relied on as honest and truthful; ability to easily identify sensitive and confidential information and handle it appropriately.

### ■ Accountable / Take Ownership

- Take responsibility for actions; see a problem and address it.
- Take charge and get things done when they need to get done, without being asked or told to do so.
- Anticipate the needs of the business and solve for them.

### ■ Professional

- Able to maintain professional composure at all times, especially during challenging and stressful situations.
- Remains cool under pressure.
- Adapt to the situation at hand in an often fast-changing environment. Be dynamic to the needs of patients, staff and the business.

### ■ Oral and Written Communication Skills

- Phone skills; written skills for communications to patients/staff members as needed

## Mid-Level Skills

Ideally, the Community Liaison will have experience with the skills noted below but may not be expert in these areas.

### ■ Organized / Multitasker

- The ability to keep care needs, communication, and schedules organized is essential.
- Able to complete multiple tasks concurrently, as needed.
- Able to complete tasks timely and accurately.

### ■ Problem Solver / Critical Thinking

- Ability to network with internal personnel to obtain help for patients, families and staff as needed.

## Preferred Skills

These skills are those that a Community Liaison may have experience with; however, they are not required for this position.

### ■ Basic Tech and Troubleshooting

- Able to use equipment such as phone, office applications, copy machines, printers/faxes, etc.

### ■ Experience with Electronic Health Records (EHR)

- Has worked with EHR systems previously and is technologically inclined.

### ■ Data Analysis and Reporting

- Can interpret data visualizations and identify data that may be needed for analysis/reporting.
- Able to work with data in variety of forms/formats.

### ■ Community Outreach

- Able to organize and facilitate events and other tasks to engage the community.