Job Title | Geriatric Care Manager  
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**Employer/ Agency** | Bridge Solutions  
**Job Description**  
The Geriatric Care Manager performs the duties as Marketer and Care Manager for the Care Management Program. This position is the community liaison to referral sources, evaluates potential clients by completing functional evaluations to determine hourly rate and then communicates with the client and family on a weekly basis through home visits, telephone calls or email to monitor the client’s services.  
**Marketing Responsibilities**  
- Generate client admissions by building relationships with physicians, care managers, social workers, and other referral sources in clinics, hospitals, long term care facilities, independent/assisted living facilities and other community resources.  
- Support business development activities and help establish strong relationships with new and existing referral sources.  
- Conduct market analysis; develop sales strategy, goals and plans.  
- Conduct sales calls, and evaluating results and effectiveness of sales activity  
- Participate in marketing events in the community, while partnering with other healthcare partners, to develop professional relationships in the community. Must be willing to participate in these events in the evenings and weekends.  
**Qualifications**  
Degree in Social Work from an accredited school and a current license in the state of Texas, with one year experience in Case Management and Marketing in a health care setting. Ability to effectively relate interpersonally to the unique personalities of individual clients/patients and families. Prefer experience with Home Health or In-Home Care, Medical Social Work, Care Management, with a knowledge base for community resources and benefits. Must have current Liability Insurance, Automobile Insurance, CPR, Flu Shot, and Negative TB Test or Chest X-ray.  
- Credentialed Professional with a specialty in social work, gerontology.  
- At least 1 year recent sales experience in the Health Care industry, preferably Home Health, Geriatric Care Management, Assisted Living or In-Home Care.  
- Proven ability to develop and implement a sales and marketing plan.  
- Evidence of achieving admission goals within the market.  
- Excellent planning, organization and presentation skills are critical.  
- Must be able to work independently with only weekly supervision.  
- The ideal candidate will have established healthcare contacts and can readily network in the community.  
- Must be able to evaluate patients for level of care and determine rate levels.  
- Experience with the Care Management assessment process and a working knowledge of community resources.  
- Must have and maintain an automobile to be used for work.  
- Ability to conduct formal presentations on Geriatric Care Management to the community, referral sources, and clients/families.  
- Conduct thorough functional assessments to understand the level of care, needs, living situation, values and preferences of our clients.  
- Utilize assessments to determine client’s hourly rate.  
- Development of an individual marketing budget and the ability to stay within that
budget along with the budget for the marketing department.

Care Management Responsibilities
• Medical management – attending Physician appointments, facilitating communication between doctor, client, and family, and if appropriate adherence to medical instructions.
• Communication – keeping family members and professionals informed of well-being and changing needs of the client.
• Social activities – providing opportunity for client to engage in social, recreational, or cultural activities that enrich the quality of life.
• Legal – referring to reputable and experienced elder law Attorneys.
• Entitlements – providing information on Federal and Texas state entitlements; connecting families to local programs.
• Wellness Checks – monitoring client at home, Assisted Living, Nursing Home, Hospital, etc. to ensure the best possible outcome of care.
• Resources - identifying and engaging resources as needed.
• Housing/Placements – helping families evaluate and select appropriate options.
• Home care services – determining types of services that are right for a client and assisting the family to engage and monitor those services.
• Discuss difficult topics and complex issues

Employer/Agency
Bridge Solutions

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Opening Date
Immediate

To post a job opportunity or if your response to this job posting results in successful employment, please email the GCSW Office of Alumni and Career Services at mswjobs@central.uh.edu with the hiring details of your new job opportunity. Thank you.