

SARAH MARTINEZ

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PROFESSIONAL SUMMARY

Results-driven healthcare marketing professional with 4 years of experience in hospice and palliative care business development. Proven track record of increasing referrals by 35% through strategic relationship building with hospitals and skilled nursing facilities. Passionate about end-of-life care advocacy and patient family education.

PROFESSIONAL EXPERIENCE

Marketing & Referral Coordinator | Compassionate Care Hospice | Philadelphia, PA

March 2021 - Present

- Manage relationships with 45+ referral sources including hospitals, SNFs, and physician practices
- Increased monthly referral volume from 28 to 42 patients (50% growth) over 3 years
- Conduct weekly facility visits and educational in-services on Medicare Hospice Benefit
- Coordinate 8-10 community education events quarterly (lunch & learns, health fairs, support groups)
- Maintain 98% referral source satisfaction score based on quarterly surveys
- Implemented CRM system (Salesforce) to track all business development activities
- Collaborate with IDG team to ensure smooth patient transitions and continuity of care
- Achieved "Marketing Professional of the Year" award (2023)

Key Accomplishments:

- Developed partnership with largest health system in region, resulting in 15 additional referrals/month
- Created physician education toolkit that reduced eligibility questions by 40%
- Launched bereavement support group that enhanced community reputation

Community Outreach Specialist | Home Health Partners | Philadelphia, PA

June 2019 - February 2021

- Built referral network with 30+ primary care physicians for home health services
- Organized monthly physician advisory board meetings
- Developed marketing collateral and presentations for various healthcare audiences
- Tracked referral metrics and presented monthly reports to leadership
- Supported patient intake process and facilitated admissions



EDUCATION

Bachelor of Science in Health Services Administration

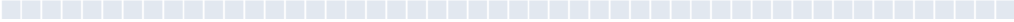
Temple University, Philadelphia, PA | Graduated: May 2019

GPA: 3.6/4.0

Relevant Coursework: Healthcare Marketing, Long-Term Care Administration, Medical Ethics, Healthcare Finance



CERTIFICATIONS & TRAINING

- Certified Hospice and Palliative Care Administrator (CHPCA) - In Progress (Expected: June 2025)
 - HIPAA Compliance Training (Annual)
 - Medicare Hospice Benefit Certification
 - End-of-Life Doula Training Certificate (2022)
 - Salesforce CRM Fundamentals
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SKILLS

Technical Skills:

- CRM Systems: Salesforce, HubSpot
- Microsoft Office Suite (Advanced Excel, PowerPoint)
- Electronic Medical Records (EMR): HCHB, MatrixCare
- Data Analytics & Reporting
- Social Media Marketing (LinkedIn, Facebook)
- Canva, Adobe Creative Suite (Basic)

Core Competencies:

- Hospice Eligibility Assessment
- Medicare/Medicaid Regulations
- Relationship Building & Account Management
- Public Speaking & Presentation
- Event Planning & Coordination
- Clinical Documentation Review
- Territory Management
- Cross-functional Team Collaboration

Language:

- Fluent in Spanish (Written & Spoken)

PROFESSIONAL AFFILIATIONS

- National Hospice and Palliative Care Organization (NHPCO) - Member
- Philadelphia Healthcare Marketing Association - Active Member
- Pennsylvania Hospice Network - Volunteer Committee Member

COMMUNITY INVOLVEMENT

- Volunteer, Alzheimer's Association Memory Walk (2019-Present)
- Guest Speaker, Temple University Health Administration Program (2023, 2024)
- Board Member, Local Grief Support Network (2022-Present)

REFERENCES

Available upon request