

Diane Russo

Community Liaison

Community Liaison with 6 years in senior care, the last 3 growing hospice services referrals from physicians, hospitals and assisted living communities in Tucson. Builds referral relationships through regular visits and in-service education, uses public relations skills at community events, and logs every contact in Salesforce.



diane.russo@email.com



(520) 555-0158



Tucson, AZ



linkedin.com/in/dianerusso



Experience

Community Liaison

03/2023 - Present

Sonoran Hospice Care

Tucson, AZ

Hospice and palliative care provider serving about 220 patients a day in Pima County.

- Grow monthly hospice admissions from 38 to **55** by building referral ties with 70 physician offices and facilities.
- Present 40 in-service sessions a year on hospice services and eligibility to nurses and social workers.
- Represent the agency at 25 health fairs and senior center events, using public relations skills to answer families' questions.
- Record visits, referrals and follow-ups in Salesforce and review monthly results in Microsoft Excel.

Admissions Coordinator

05/2020 - 02/2023

Catalina Rehab & Care

Tucson, AZ

Skilled nursing and rehabilitation facility with 140 beds.

- Coordinated 30 admissions a month from hospital case managers, confirming insurance before transfer.
- Negotiated placement details with 6 hospital discharge teams, raising census from 82% to 91%.
- Toured 15 families a month and answered questions on care, costs and visiting with customer service skills.
- Created a PowerPoint and Microsoft Word welcome packet used for every new admission.



Skills

Hospice Services

Referral
Development

Public Relations
Skills

Salesforce

Microsoft Excel

PowerPoint

Microsoft Word

Negotiation Skills

Customer Service
Skills

Interpersonal Skills



Education

Bachelor of Science

05/2020

Northern Arizona
University

Flagstaff, AZ

Health Care
Administration