

Kayla Henderson

Physician Liaison

Physician liaison with 6 years of healthcare sales and outreach for orthopedic and imaging practices. Makes 50 practice visits a month, grew new referrals 34% in 2025 through physician relations and referral development, and turns CRM data into a weekly call plan. Earns the trust of office managers through steady relationship-building skills.

✉ kayla.henderson@email.com
☎ (919) 555-0148
📍 Raleigh, NC
🌐 [linkedin.com/in/kaylahenderson](https://www.linkedin.com/in/kaylahenderson)

Experience

Physician Liaison

Capital Area Orthopedic Specialists • Raleigh, NC
07/2023 - Present

- Referral outreach for a 28-surgeon orthopedic and spine group with 7 clinics and 2 surgery centers in the Triangle.
- Conduct 50 practice visits a month with primary care offices and urgent cares across 6 counties.
 - Grew new referrals from targeted practices **34%** in 2025, adding about 1,900 new patient visits.
 - Analyze referral leakage in the CRM and Microsoft Excel to choose 40 priority offices each quarter.
 - Present surgeon updates and same-week access options at 15 lunch meetings a quarter, sharpening public speaking.

Sales Representative

- Carolina Diagnostic Imaging • Durham, NC • 06/2020 - 06/2023
- Physician outreach for a 5-site outpatient MRI, CT and ultrasound company.
- Increased MRI and CT referrals from 120 assigned practices by 22% over 2 years.
 - Created PowerPoint referral reports for practice managers showing scan turnaround and patient reviews.
 - Organized 8 continuing education dinners a year for 40 to 60 referring providers each.
 - Wrote practice profiles in Microsoft Word for all 120 offices so new representatives could take over accounts fast.

Skills

Physician Relations
Referral Development , Sales
CRM , Microsoft Excel
PowerPoint , Microsoft Word
Public Speaking
Relationship-Building Skills
Interpersonal Skills

Education

Bachelor of Science

North Carolina State University
Raleigh, NC
05/2020
Business Administration,
Marketing